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Attitudes of Canadians Towards
Advertising on Television

vol. II

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ATTITUDES OF CANADIANS TOWARDS

ADVERTISING ON TELEVISION

VOLUME II

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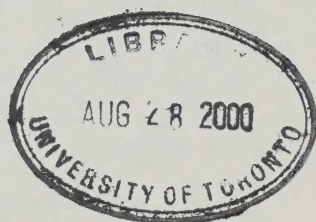


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ATTITUDES OF CANADIANS TOWARDS

ADVERTISING ON TELEVISION

VOLUME II

Prepared For:

THE RESEARCH BRANCH OF THE
CANADIAN RADIO-TELEVISION AND TELECOMMUNICATIONS COMMISSION

By:

MARKET FACTS OF CANADA LIMITED

TORONTO OTTAWA MONTREAL

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PART SIX

ATTITUDES TOWARDS ADVERTISING
ON TELEVISION

Attitudes Towards Advertising On Television

This part of the report focuses specifically upon attitudes towards television advertising.

Attitudes towards advertising as an economic and commercial activity and attitudes towards television as a medium have each been examined in detail in the two preceding parts of this report. A strong relationship was found to exist between attitudes towards advertising and attitudes towards television. A favourable or negative disposition in one of these attitudinal areas is likely to be accompanied by a similar disposition towards the other of these attitudinal areas. Those who generally favour advertising tend specifically to perceive that it is necessary and beneficial to the economy. Those who generally favour television tend specifically to believe that it offers a good way of relaxing whereas those who generally dislike television tend to specifically find it boring.

This part of the report examines basic television advertising issues on an aggregate national basis first, and then in terms of attitudinal differences between subgroups of the Canadian population. Following these two exhaustive examinations of Canadians' attitudes towards television advertising, relationships which exist within this complex area are presented. Next, attitudes towards the various television advertising issues are examined in terms of the previously developed overall attitudinal dispositions of Canadians towards advertising and towards television. A final summary then relates basic attitudinal differences within the television advertising area to the overall television dispositions and the overall advertising dispositions.

Component items which impinge upon a variety of individual issues and behavioural characteristics regarding advertising on television have been used to delineate attitudes within this narrowly defined area. The component items consist of statements for which Canadians were asked to indicate how completely they agree or disagree, or in some cases, how frequently the statements describe themselves. These television advertising statements have been grouped into eleven attitudinal areas to facilitate subsequent analysis. The following four areas emphasize concerns regarding the overall presence of advertising on television:

- relationship of advertising to television
- frequency and number of advertisements on television
- placement of commercials within television programming
- manner of presentation of television advertising

The next four areas emphasize concerns about the actual content of television advertising:

- types of television advertising
- informational and entertainment roles of television advertising
- images which television advertising creates
- integrity of television advertising

The remaining three attitudinal areas under analysis are:

- regulation of truth in television advertising
- Canadian content in television advertising
- personal response to television advertising

Canadians' attitudes towards advertising on television appear to be particularly complex. Considerable variance in response occurs both between and

within each of these various attitudinal subgroup areas. For example, relative unanimity exists among Canadians regarding the strength of their attitudes towards regulating truth in television advertising, whereas large portions of the Canadian population maintain dissimilar attitudes towards the various types of commercials shown on television. Furthermore, within attitudinal subgroup areas for which large portions of the population hold opposing attitudes, their attitudes vary differentially across the many component issues. With these considerations in mind, the first eleven sections examine overall national attitudinal patterns which emerge regarding television advertising.

I. Attitudes Of Canadians Towards The Relationship
Of Advertising To Television

The first four groups of statements (Sections I through to IV) emphasize concerns regarding the overall presence of advertising on television.

This section introduces the relationship of advertising to television. The statements used to do this are:

Advertising on television is necessary because it pays for the programs we get on television.

Television programs that are sponsored by advertising are usually better than those which have no advertising.

Television stations that show a lot of commercials have better programs.

Television stations supported by public tax money do a better job of informing the public than do those which have advertising on them.

We couldn't get the programs we want on television without advertising.

It is difficult to imagine watching television without any commercial breaks.

There should be at least one channel on which there is no advertising.

There should be no advertising at all on television.

I'd rather pay money to watch good programs than have to put up with all the advertising on television.

A measure of the perception of the economic relationship between advertising and television is examined directly through the item "advertising on television is necessary because it pays for the programs we get on television" and indirectly through the items "television programs that are sponsored by advertising are usually better than those which have no advertising", "television stations that show a lot of commercials have better programs", "television stations supported by public tax money do a better job of informing the public

than do those which have advertising on them", and "we couldn't get the programs we want on television without advertising". Through this last item, but more directly through the item "it is difficult to imagine watching television without any-commercial breaks", the effect of the historically close association of advertising and the television medium is measured. Nonetheless, the willingness of Canadians to end this reciprocal relationship between television and advertising should also be examined. This is achieved through the items "there should be no advertising at all on television", "there should be at least one channel on which there is no advertising", and "I'd rather pay money to watch good programs than have to put up with all the advertising on television". The item "television stations supported by public tax money do a better job of informing the public than do those which have advertising on them" also focuses on the quality of public versus commercial television in an informational context.

Almost all Canadians accept the economic necessity of advertising to pay for television programming and two thirds agree that without advertising popular programs would not be available. This acceptance of commercials in order to obtain programs is strongly based as evidenced by the fact that over one half of all Canadians would find it difficult to imagine watching television which has no commercial breaks.

However, the acceptance of commercials occurs only with reluctance. Casting the economic rationale for commercials aside, just over one third suggest that there should be no commercials on television, and better than two thirds suggest that at least one channel should not have commercials.

When the economics of television are posed simultaneously with the reluctance to view commercials, opinion is more equally split regarding just which costs should be borne by the viewer. Half of all Canadians agree that in order to watch good television programs they would rather pay money than put up with commercials compared to one third who disagree.

Considering these findings in light of subsequent findings in this part of the report (particularly Sections II, III, IV, and XI), it appears that the majority of Canadians reluctantly accept television commercials as an undesirable but necessary means of achieving good quality television programming.

Comparing public television to commercial stations, people believe both provide equally good programs generally, but the commercial stations are perceived to not be as good regarding informational programming. Although public television and commercial stations are perceived to equally often have good programs, only half as many people agree as disagree that stations that show a lot of commercials have better programs. It would appear that perceptions of program quality are in part determined by the quantity of commercials which are concurrently encountered.

Previously (in Section I of Part Five) it was found that entertainment for which a direct charge is levied is considered to be of better quality than television programming is considered to be. Now it appears that within television programming, programs with the least advertising are generally considered to be better.

TABLE 1

ATTITUDES TOWARDS TELEVISION ADVERTISING
(Relationship Of Advertising To Television)

	Agree	Neither Agree nor Disagree	Disagree	Average Level Of Agreement*
	%	%	%	
Advertising on television is necessary because it pays for the programs we get on television	84.3	6.6	8.1	4.2
Television programs that are sponsored by advertising are usually better than those which have no advertising	37.0	24.4	37.9	3.0
Television stations that show a lot of commercials have better programs	27.0	25.6	47.0	2.7
Television stations supported by public tax money do a better job of informing the public than those which have advertising on them	37.2	38.7	23.1	3.2
We couldn't get the programs we want on television without advertising	66.5	12.5	19.7	3.7
It is difficult to imagine watching television without any commercial breaks	51.1	11.3	36.9	3.2

TABLE 1 (CONTINUED)

	Agree	Neither Agree nor Disagree	Disagree	Average Level Of Agreement*
	%	%	%	
There should be at least one channel on which there is no advertising	72.0	14.3	13.2	4.1
There should be no advertising at all on television	35.9	15.3	48.0	2.9
I'd rather pay money to watch good programs than have to put up with all the advertising on television	49.9	14.9	34.4	3.2

* Average level of agreement indicates the sentiment of Canadians with respect to each attitudinal statement along a continuum from "disagree completely" (average level of 1.0) to "agree completely" (average level of 5.0). Thus higher average levels indicate greater agreement.

II. Attitudes Of Canadians Towards The Frequency And Number of Advertisements on Television

Issues related to the frequency and number of television commercials are focused upon through the following statements:

There are far too many commercials on television most of the time.

I would not be upset if there were twice as many commercials on television as there are now.

It is annoying to see three commercials in each half hour of programming.

Four commercials in a row are too many.

It is annoying when they show as many as five or six commercials all in a row.

A blanket measure of how completely Canadians reject the current quantity of commercials broadcast on television is obtained by the item "there are far too many commercials on television most of the time". Countering this, a stringent acceptance measure is provided in the item "I would not be upset if there were twice as many commercials on television as there are now". The acceptable threshold number of commercials which Canadians on average are willing to accomodate is measured by the amount of rejection occurring for successively increased numbers of commercials. The items used are "it is annoying to see three commercials in each half hour of programming", "four commercials in a row are too many", and "it is annoying when they show as many as five or six commercials all in a row".

Canadians almost unanimously agree that television is excessively saturated with commercials. As well, almost four out of five find three commercials per half hour to be annoying, and better than nine out of ten find four or more commercials in a row to be annoying. Both the current number and the current frequency of commercials on television appear to be in excess of the acceptable level of most Canadians.

TABLE 2

ATTITUDES TOWARDS TELEVISION ADVERTISING
(Frequency And Number Of Advertisements On Television)

	<u>Agree</u>	<u>Neither Agree nor Disagree</u>	<u>Disagree</u>	<u>Average Level Of Agreement</u>
	%	%	%	
There are far too many commercials on television most of the time	87.1	4.7	7.0	4.4
I would not be upset if there were twice as many commercials on television as there are now	9.8	3.4	85.8	1.6
It is annoying to see three commercials in each half hour of programming	78.2	7.8	13.6	4.2
Four commercials in a row are too many	92.7	3.0	4.0	4.7
It is annoying when they show as many as five or six commercials all in a row	92.7	2.0	4.9	4.7

III. Attitudes Of Canadians Towards The Placement Of Commercials Within Television Programming

This section taps attitudes towards the interspersion of commercials within television programs, using the following statements:

The commercial breaks make it difficult to follow the program you are watching on television.

Commercials on television interrupt the program at the worst possible time.

I find the commercial breaks useful because they allow me to do other things.

I prefer watching programs where commercials are shown only at the beginning and at the end.

I don't like the way the commercials which are shown together jump around from one thing to another.

I would rather see a small number of longer commercials than a lot of short ones.

The items "the commercial breaks make it difficult to follow the program you are watching on television" and "commercials on television interrupt the program at the worst possible time" register the primary negative aspect of placing commercials within television programs. A possible positive aspect of such placement is examined by the item "I find the commercial breaks useful because they allow me to do other things". Attitudes towards an alternative time location for commercials is then examined using the item "I prefer watching programs where commercials are shown only at the beginning and at the end". Concern regarding possible discontinuity between commercials which are shown together is registered by the item "I don't like the way the commercials which are shown together jump around from one thing to another". The item "I would rather see a small number of longer commercials than a lot of short ones" then solicits interest in the possible alternative of presenting several long commercials rather than many shorter more disjointed ones within the same given time period.

Whereas almost two thirds of Canadians agree that commercials make it difficult to follow a program, better than five sixths will agree that commercials interrupt at the worst possible time. Compared to these basically negative views towards the interspersion of commercials within television programs, more than half of all Canadians do find commercial breaks useful in that they allow people to have time away from the television set without missing part of the actual program being watched. It appears that the interests of both those who recognize the negative effects and those who recognize the positive benefits of advertising which is interspersed throughout programming would be best met by placing advertising only at the beginning and at the end of programs.

Concern regarding the discontinuity of commercials which are shown together is expressed by just over half of all Canadians, and when offered a fewer number of longer and less disjointed commercials, instead, another one sixth of Canadians express an interest. Thus attitudes towards how commercials are organized within their own time allotment are not as clearly resolved as are attitudes towards how commercial time allotment might be scheduled into total broadcasting time.

ATTITUDES TOWARDS TELEVISION ADVERTISING

(Placement Of Commercials Within Television Programming)

	Agree	Neither Agree nor Disagree	Disagree	Average Level Of Agreement
	%	%	%	
The commercial breaks make it difficult to follow the program you are watching on television	62.0	9.9	27.6	3.6
Commercials on television interrupt the program at the worst possible time	85.6	6.9	7.2	4.4
I find the commercial breaks useful because they allow me to do other things	56.2	15.6	27.8	3.4
I prefer watching programs where commercials are shown only at the beginning and at the end	88.7	6.4	4.5	4.6
I don't like the way the commercials which are shown together jump around from one thing to another	53.1	32.8	13.7	3.6
I would rather see a small number of longer commercials than a lot of short ones	67.4	20.0	12.3	4.0

IV. Attitudes Of Canadians Towards The Manner Of Presentation Of Television Advertising

The last group of statements which emphasize concerns regarding the overall presence of advertising on television are primarily related to the manner in which commercials are actually presented on television.

The following statements are used:

I hate seeing the same commercial over and over again.

Some commercials are really irritating because they turn up the sound.

I hate it when the announcer in the commercial sounds loud and excited.

A commercial should be shown in the language of those viewing it... not dubbed or translated.

Repetition is examined through the item "I hate seeing the same commercial over and over again". Attitudes towards the perceived increased volume levels of some commercials are examined using the item "some commercials are really irritating because they turn up the sound", and to a lesser extent through the item "I hate it when the announcer in the commercial sounds loud and excited". As well, the response to commercials which have been adapted from another language is registered by the item "a commercial should be shown in the language of those viewing it... not dubbed or translated".

The manner in which television advertising is presented is also the object of considerable criticism. Attitudes towards repetition of the same commercial are particularly negative. Commercials which have a higher volume level than the accompanying program are perceived almost as negatively, and so are commercials which utilize a loud and excited sounding announcer. As well, the majority of Canadians holding an opinion regarding dubbed commercials believe that those which were originally produced in another language should not be shown.

TABLE 4
ATTITUDES TOWARDS TELEVISION ADVERTISING
(Manner of Presentation Of Television Advertising)

	<u>Agree</u>	<u>Neither Agree nor Disagree</u>	<u>Disagree</u>	<u>Average Level Of Agreement</u>
	<u>%</u>	<u>%</u>	<u>%</u>	
I hate seeing the same commercial over and over again	88.2	6.2	4.2	4.6
Some commercials are really irritating because they turn up the sound	81.3	10.6	7.4	4.3
I hate it when the announcer in the commercial sounds loud and excited	75.6	14.3	9.6	4.2
A commercial should be shown in the language of those viewing it - not dubbed or translated	69.5	20.3	9.7	4.1

V. Attitudes Of Canadians Towards Various
Types Of Television Advertising

The next four groups of statements (Sections V through VIII) represent a shift in emphasis from concerns about the overall presence of advertising on television, to concerns about actual content of television commercials.

The largest single group of statements examines individuals' attitudes towards various different types of commercials. The following statements are used:

Some television advertising on children's programs is really unfair to parents.

Advertisers should not be allowed to use well-known celebrities to sell their products on television.

I don't like the way some advertisers tell you that you can have the good life if only you would use their product.

A comparison of different brands should be allowed in television commercials.

Television stations should not be allowed to show commercials for things like undergarments or personal hygiene products.

Advertising for other programs is just as annoying as advertising for products.

Promotions that tell you what programs are going to be on later are just as annoying as the commercials.

Attitudes towards commercials which are directed to children, which are presented by celebrities, which allude to a particularly desirable standard of living, which compare specific products, and which advertise personal products are each respectively examined by the first five items listed. The last two items both examine attitudes towards station commercials which advertise upcoming programs.

When asked to indicate how objectionable they find different types of television advertising to be, Canadians do show distinct priorities despite generally appearing to downgrade all commercials. About seven tenths disapprove of advertising that is directed to children and disapprove of advertising which alludes to a particularly desirable standard of living. About four tenths object to the uses of celebrities in commercials and a similar proportion object to television advertisements for personal products. Attitudes towards television station commercials which advertise upcoming programs are more strongly polarized. Almost half of all Canadians agree that this type of advertising is annoying, while another two fifths disagree. The least offensive type of commercial examined involves comparative advertising, and only one quarter of all Canadians believe it should not be allowed on television.

TABLE 5

ATTITUDES TOWARDS TELEVISION ADVERTISING
 (Types Of Television Advertising)

	<u>Agree</u>	<u>Neither Agree nor Disagree</u>	<u>Disagree</u>	<u>Average Level Of Agreement</u>
	<u>%</u>	<u>%</u>	<u>%</u>	
Some television advertising on children's programs is really unfair to parents	69.0	20.3	10.0	4.0
Advertisers should not be allowed to use well-known celebrities to sell their products on television	43.5	22.0	34.2	3.2
I don't like the way some advertisers tell you that you can have the good life if only you would use their product	73.5	10.8	15.1	4.0
A comparison of different brands should be allowed in television commercials	56.7	18.1	24.2	3.5
Television stations should not be allowed to show commercials for things like undergarments or personal hygiene products	39.1	22.3	38.8	3.1
Advertising for other programs is just as annoying as advertising for products	48.7	15.7	35.1	3.2
Promotions that tell you what programs are going to be on later are just as annoying as the commercials	44.0	12.8	43.0	3.1

VI. Attitudes Of Canadians Towards The Informational And
Entertainment Roles of Television Advertising

This section determines to what extent Canadians believe television commercials should be, and are, either informational or entertaining, or both. The following statements are used:

It is more important for television commercials to be informative than entertaining.

The best commercials are the ones which give you information without any gimmicks.

Television commercials rarely tell you anything useful about the product which is being advertised.

Advertising is suited to television because both the commercials and the programs have nothing to do with my everyday life.

The best commercials are those which are the most entertaining.

Some television commercials are more entertaining than most of the programs I watch.

Three items, "it is more important for television commercials to be informative than entertaining", "the best commercials are the ones which give you information without any gimmicks", and "the best commercials are those which are the most entertaining" all register Canadians' attitudes regarding how informative television commercials ideally should be or actually are. Contrasted to this ideal role of commercials, the situations which Canadians actually perceive to exist is recorded through the items "some television commercials are more entertaining than most of the programs I watch", "television commercials rarely tell you anything useful about the product which is being advertised", and "advertising is suited to television because both the commercials and the programs have nothing to do with my everyday life".

Although four out of five Canadians believe that the primary role of television advertising should be informational, less than three out of ten believe that such a role is fulfilled. Conversely, although a small proportion, three fifths of Canadians, believe that commercials should fulfill an entertainment role, a relatively high proportion, almost two fifths, find some commercials to be excellent in terms of this latter role. As well, attitudes are closely divided regarding the relevance of commercials to individuals' everyday lives.

ATTITUDES TOWARDS TELEVISION ADVERTISING
 (The Informational And Entertainment Roles Of
 Television Advertising)

	<u>Agree</u>	<u>Neither Agree nor Disagree</u>	<u>Disagree</u>	<u>Average Level Of Agreement</u>
..	%	%	%	
It is more important for television commercials to be informative than entertaining	76.0	11.2	12.4	4.1
The best commercials are the ones which give you information without any gimmicks	80.1	11.2	8.4	4.3
Television commercials rarely tell you anything useful about the product which is being advertised	56.6	14.1	28.5	3.5
Advertising is suited to television because both the commercials and the programs have nothing to do with my everyday life	40.7	27.3	31.0	3.2
The best commercials are those which are the most entertaining	58.8	15.8	24.9	3.6
Some television commercials are more entertaining than most of the programs I watch	38.6	12.4	48.2	2.8

VII. Attitudes Of Canadians Towards The Images
Which Television Advertising Creates

The degree to which commercials are considered to inaccurately portray people is examined through the following statements:

A lot of television commercials are insulting to men.

A lot of television advertisements are insulting to women.

Most commercials for products like household cleaners suggest that housewives have no common sense.

Television commercials don't really show people the way they really are.

If television commercials were completely realistic, nobody would want to watch them.

The degree to which people believe that television advertising portrays men as well as women negatively is registered by the items "a lot of television commercials are insulting to men" and "a lot of television advertisements are insulting to women". The negative portrayal of women specifically within household product commercials is further examined by the item "most commercials for products like household cleaners suggest that housewives have no common sense". The perceived presence of other possible incorrect images of people is then recorded using the item "television commercials don't show people the way they really are". This item is somewhat related to the area of associating people with a particularly desirable lifestyle which was previously introduced through the type of advertising item "I don't like the way some advertisers tell you that you can have the good life if only you would use their product". One final item related to this area is "if television commercials were completely realistic, nobody would want to watch them".

A high proportion of all Canadians, four fifths, hold the attitude that television advertising portrays people in an imaginary rather than factual manner. This perceived discrepancy would appear every time commercial television with advertising is watched, and yet subsequent findings (in Section VIII) show that individuals strongly value truth in advertising. Thus it is understandable that the rationalization that people do not prefer to watch realistic commercials is accepted by almost half of all Canadians and rejected by only a third of them.

Mixed feelings also occur regarding whether or not men are negatively portrayed in commercials, but people agree three times as often as disagree that women are portrayed negatively. Within the specific area of household product commercials, women are considered to be portrayed even more negatively.

TABLE 7

ATTITUDES TOWARDS TELEVISION ADVERTISING
 (Images Which Television Advertising Creates)

	<u>Agree</u>	<u>Neither Agree nor Disagree</u>	<u>Disagree</u>	<u>Average Level Of Agreement</u>
	<u>%</u>	<u>%</u>	<u>%</u>	
A lot of television commercials are insulting to men	39.2	30.1	30.2	3.2
A lot of television advertisements are insulting to women	59.2	20.7	19.5	3.7
Most commercials for products like household cleansers suggest that housewives have no common sense	64.2	15.5	19.9	3.8
Television commercials don't show people the way they really are	82.4	10.1	7.2	4.3
If television commercials were completely realistic, nobody would want to watch them	47.8	18.3	33.3	3.2

VIII. Attitudes Of Canadians Towards The
Integrity Of Television Advertising

This section expands upon possible inaccuracies in how people are portrayed (in Section VIII) by looking at the perceived truthfulness of television advertising generally. This is achieved through use of the following statements:

Advertisers can say or show almost anything they like on television commercials without having to tell the truth.

Advertisers should have the right to show the public their products in any way they want.

Television programs such as Market Place (Fr. Consommateurs Avertis) tell you the truth about advertised products.

Advertisements put out by the government are more believable.

Perceptions of the existing amount of misrepresentation currently present in television commercials is recorded by the statement "advertisers can say or show almost anything they like on television commercials without having to tell the truth". The degree to which Canadians believe that further control in this area is not required is then recorded through response to the similar item "advertisers should have the right to show the public their products in any way they want". The questions of control of television advertising is examined in greater detail by a separate group of regulatory statements, and by implication those attitudes also indirectly reflect the perceived integrity, or lack of same, present in current advertising. Two other items "television programs such as Market Place (Fr. Consommateurs Avertis) tell you the truth about advertised products" and "advertisements put out by the government are more believable" respectively indicate the perceived truthfulness of each.

Almost half of all Canadians believe that television advertisers make whatever claims they want on commercials without necessarily telling the truth. As well, Canadians disagree in a ratio of almost two to one that advertisers should be free to produce any commercials they want to. In actual fact, the source of truth about advertised products is more often perceived to be available from consumer shows than from the actual commercials. One specific advertiser, the government, fares slightly better. For every three people who agree that government commercials are more believable than television advertising generally, only two disagree.

TABLE 8

ATTITUDES TOWARDS TELEVISION ADVERTISING
(Integrity Of Television Advertising)

	<u>Agree</u>	<u>Neither Agree nor Disagree</u>	<u>Disagree</u>	<u>Average Level Of Agreement</u>
	<u>%</u>	<u>%</u>	<u>%</u>	
Advertisers can say or show almost anything they like on television commercials without having to tell the truth	48.7	12.4	38.2	3.2
Advertisers should have the right to show the public their products in any way they want	31.3	10.0	58.4	2.5
Television programs such as Market Place (Fr. Consommateurs Avertis) tell you the truth about advertised products	72.8	22.0	4.4	4.2
Advertisements put out by the government are more believable	45.6	24.4	29.5	3.3

IX. Attitudes of Canadians Towards The Regulation Of
Truth In Television Advertising

Attitudes towards the regulation of truth in television commercials is ascertained by asking individuals how strongly they agree with the following statements:

The government or the television stations should check all commercials to make sure that what they are saying is really true.

It is up to the government to ensure that advertisers can prove everything they say in television commercials.

The government should prosecute any advertisers who mislead the public.

Any advertiser misleading the public should not be allowed to show any commercials for a period of time.

Any advertiser that misleads the public should be required to go on television again and tell the truth.

On an overall level, response to these statements indicates the degree to which the Canadian public values truth in advertising. The specific items "the government or the television stations should check all commercials to make sure that what they are saying is really true" and "it is up to the government to ensure that advertisers can prove everything they say in television commercials" suggest who might be responsible for ensuring that only truthful advertising appears on television, whereas the items "the government should prosecute any advertisers who mislead the public", "any advertiser misleading the public should not be allowed to show any commercials for a period of time", and "any advertiser that misleads the public should be required to go on television again and tell the truth" suggest possible sanctions which might be invoked against those advertisers who produce misrepresentative advertising.

It was previously found (in Section VIII) that almost a two thirds majority of Canadians believe that advertising content should be regulated in some manner. Herein the Canadian public is further shown to place an extremely high value on the integrity of television commercials as evidenced by the unanimity with which they advocate enforcement of truthful advertising and by the unanimity with which they advocate sanctions against untruthful or misleading commercials. Also, the crown prosecution is marginally more often seen to be effective than are various more innovative forms of sanction.

TABLE 9

ATTITUDES TOWARDS TELEVISION ADVERTISING
(Regulation Of Truth In Television Advertising)

	Agree	Neither Agree nor Disagree	Disagree	Average Level Of Agreement
	%	%	%	
The government or the television stations should check all commercials to make sure that what they are saying is really true	90.0	5.7	3.5	4.6
It is up to the government to ensure that advertisers can prove everything they say in television commercials	85.0	8.2	6.5	4.4
The government should prosecute any advertisers who mislead the public	89.9	5.1	4.2	4.6
Any advertiser misleading the public should not be allowed to show any commercials for a period of time	87.7	6.5	5.4	4.5
Any advertiser that misleads the public should be required to go on television again and tell the truth	87.6	7.2	4.8	4.5

X. Attitudes Of Canadians Towards Canadian Content
For Television Advertising

The degree of nationalism present in attitudes held by Canadians towards television commercials are reviewed in this section. This is done in terms of the product being advertised and in terms of clues which would indicate the country of origin of the advertisement using each of the following two statements respectively:

I would prefer to see a commercial for Canadian products rather than American products.

If the quality was the same, I would prefer to see a Canadian commercial rather than an American commercial.

The former statement taps the utilitarian desire for information relevant to purchasing products which are available within the Canadian market. The latter statement shifts in emphasis to the more conceptual value of nationalism countering the economic link with American advertising.

The majority of Canadians display decidedly nationalistic attitudes towards the country of manufacture of television advertised products and towards the country of origin of the commercial itself. In both cases, three quarters of Canadians do indeed prefer Canadian product advertising and Canadian made commercials, one sixth are indifferent, and the small remainder tend to hold opposite attitudes.

TABLE 10

ATTITUDES TOWARDS TELEVISION ADVERTISING
(Canadian Content In Television Advertising)

	<u>Agree</u>	<u>Neither Agree nor Disagree</u>	<u>Disagree</u>	<u>Average Level Of Agreement</u>
	%	%	%	
I would prefer to see a commercial for Can- adian products rather than American products	75.7	17.5	6.5	4.2
If the quality was the same, I would pre- fer to see a Canadian commercial rather than an American commercial	75.4	17.2	6.6	4.3

XI. Personal Response Of Canadians To Television Advertising

This section examines the personal behaviour of Canadians with regard to television advertising. Individuals were asked to estimate how frequently they find themselves exhibiting the behaviour indicated by each of the following statements:

I leave the room to get something when a commercial comes on.

I flip the dial to see what's on the other channels when a commercial comes on.

I get annoyed when a commercial comes on.

I do something else until the commercial break is over.

I watch the commercials.

I make a point of seeing a commercial that I like.

The personal behaviour of Canadians when commercials come on the television reflects their generally negative attitudes towards television advertising. One third often become annoyed with commercials. As well, between one third and almost two thirds engage in a variety of avoidance behaviours ranging from changing channels during commercials to doing such other things as leaving the room until the commercials are over. In fact, almost one third also indicate that they seldom, if ever, watch television commercials.

Nonetheless, almost two fifths of Canadians do not find television advertising to be annoying, slightly fewer often watch commercials, and about one fifth will make a point of viewing commercials that are particularly liked. This behaviour indicates that although the majority of Canadians dislike television advertising, a minority of Canadians do indeed enjoy it.

TABLE 11
ATTITUDES TOWARDS TELEVISION ADVERTISING
 (Personal Response To Television Advertising)

	<u>Never/ Seldom</u>	<u>Occasionally</u>	<u>Often</u>	<u>Average Frequency Level*</u>
	<u>%</u>	<u>%</u>	<u>%</u>	
I leave the room to get something when a commercial comes on	13.9	26.0	59.9	3.7
I flip the dial to see what's on the other channels when a commercial comes on	40.9	25.3	33.3	2.9
I get annoyed when a commercial comes on	38.0	27.5	34.1	2.9
I do something else until the commercial break is over	17.6	26.5	55.4	3.6
I watch the commercials	31.7	38.5	29.3	3.0
I make a point of seeing a commercial that I like	53.6	23.6	22.4	2.5

* Average frequency level indicates how likely Canadians are to exhibit the behaviour indicated by each statement along a continuum from "never" (average level of 1.0) to "very often" (average level of 5.0). Thus higher average levels indicate greater frequency.

XII. Attitudes Of Subgroups Of The Canadian Population To Advertising On Television

This section of the analysis of television advertising attitudes focuses on relative differences which occur within each demographic area. Overall national attitudinal levels have been examined in the previous section. All the demographics discussed in this section contribute strongly towards the systematic understanding of how attitudes vary within this complex attitudinal area. Following the discussion of findings, Table 12 summarizes average levels of agreement and average frequency levels for all component items across all relevant demographics.

Attitudes towards television advertising differ markedly according to language spoken. French speaking Canadians are definitely more negatively disposed towards the various issues surrounding advertising on television just as they are regarding attitudes towards advertising generally. Although they find it more difficult to imagine television being without commercials, those who speak French less often believe advertising is necessary to support good programming and more often advocate the removal of advertising from television. They proportionately more often perceive the frequency, number, placement, and presentation of commercials on television to be both interrupting and annoying. In fact, they much more strongly advocate showing fewer longer commercials before and after the actual program in preference to the current situation in which a whole series of short disjointed commercial interruptions are allowed. They also more strongly believe that commercials using dubbed translations should not be allowed on television.

French speaking Canadians are more skeptical of the integrity of most television advertising, and correlatively, are more concerned about standards and enforcement in this area. They more often perceive that consumer shows rather than actual commercials are a suitable source of truth about advertised products, and similarly, they more often perceive government commercials to be more believable than commercial advertising on television.

Both French speaking Canadians and English speaking Canadians hold comparable attitudes regarding images created by television advertising and regarding the types of advertising used. The one exception is that those who speak French considerably more often become annoyed with television station commercials which advertise upcoming programs.

Compared to English speaking Canadians, French speaking Canadians proportionately more often believe that television advertising should fulfill an informational role and proportionately less often believe it should fulfill an entertainment role. This is consistent with their attitudes towards the television medium generally. Yet for those who speak French, their expectations for commercials are less often met. Rather they perceive television commercials to be more fictional and less factual than do English speaking Canadians. The desire for informational advertising displayed by French speaking Canadians further manifests itself in that they somewhat more often prefer Canadian product advertising. Certainly advertising for products which are available in Canada will be of greater use to the Canadian shopper than advertising for American products would be.

The proportionately more negative attitudes expressed by French speaking Canadians do not always manifest themselves behaviourally. Although those who speak French more often avoid television advertising by selecting other channels during commercials, they less often leave the room during commercials than do those who speak English. As well, English speaking Canadians more often become annoyed with commercials and less often make any special effort to view favoured commercials than do French speaking Canadians.

Attitude differences according to sex, although less pronounced, do occur in a consistent fashion. Males appear to be more accepting and less opinionated regarding television advertising than do females, and in particular, than do housewives. For example, agreement that there should be no advertising on television occurs more often among females, and within that group, most often among housewives. They also more often object to the frequency, number, placement, and loudness of television commercials. More restrictive attitudes towards the types of commercials which should be allowed on television are held by females, and again, particularly by housewives. As well they more often perceive commercials as projecting a negative image of both men and women. Females also more often tend to perceive the proper role of television advertising to be more informational and less entertainment orientated than do males. However, females' expectations in this regard are relatively less often perceived to actually be realized. Males somewhat more often than females believe that television commercials provide useful product information. The stronger Canadian content desire displayed by females towards commercials may further reflect the utilitarian informational role that they desire from television advertising.

The integrity of television advertising is also perceived somewhat differently by each sex. Females and particularly housewives, somewhat more often believe that advertisers currently do not have to tell the truth and correlatively, that they should be more tightly controlled. They somewhat more often seek the truth about advertised products not from commercials but from consumer programs instead. Also, they somewhat more often believe government sponsored television advertisements to be more believable than regular commercially sponsored advertising. Nonetheless, except regarding the innovative sanction of not allowing advertisers to show commercials for a period of time, females do not advocate regulatory measures for advertising any more strongly than do males. Certainly in an absolute sense, both sexes nonetheless do show considerable concern regarding the enforcement of truth in advertising.

In terms of individuals' behavioural response to advertising on television, differences between males and females occur, but not between housewives and females generally. Females proportionately more often passively avoid commercials. They are less likely to watch commercials tending instead to more often do other things until the commercial break is over. Males more often watch the commercials, and even make a particular point of seeing favoured commercials. A more active commercial avoidance behaviour is more often adopted by males and it involves changing the channel when commercial breaks come on the television.

Negative attitudes towards some aspects of advertising on television increase as age increases. Placement, discontinuity, and loud presentation all annoy Canadians of increasing age. Personal product commercials are found to be increasingly offensive, and station sponsored program advertisements in particular are more likely to also annoy these individuals.

Older individuals hold increasingly incredulous attitudes towards television advertising integrity, and in defence of watching such advertising, appear to somewhat more often agree with the rationalization that if television commercials were completely realistic nobody would want to watch them. Nonetheless, older people more often believe the advertiser should have maximum freedom of presentation, and they do not more often indicate that government should enforce stricter advertising controls. These attitudes must be related to the fact that they also more often believe that television stations that have a high proportion of commercials also have a better quality program. Those 25 years old and over are only slightly more in agreement with applying various sanctions against misleading and untruthful advertisers than are those aged 16 to 24.

The desire for informative commercials also increases as age increases. Nonetheless, as was found with the language and sex groupings, an inverse relationship between desired and perceived again exists. The stronger one's desire is for informative advertising, the less one perceives it to actually be fulfilled. The correlation between increased desire for informative commercials and increased desire for Canadian content in commercials which was found with the language and sex groupings again occurs according to age.

Older Canadians (55 years old and over) least often agree that a commercial break is useful in the sense that it allows them to do other things. This is also borne out behaviourally; they least often do other things such as leaving the room during commercials. They also less often make a point of seeing favoured commercials.

Despite the increasingly negative attitudes expressed towards their television advertising issues by increasingly older Canadians, they do not more frequently express the attitude that advertising should be eliminated from television. They do show a somewhat greater interest in having perhaps one or several stations without advertising, but nonetheless, they also more often believe there is a fundamental economic relationship between commercials and quality television programming.

Attitudes towards advertising on television vary together within the education, occupation, and income measures of socioeconomic status. However, the correlation is not as strong here as it is regarding the two less complex separate attitudinal areas of advertising and television. Also, those at either end of the socioeconomic scale cannot be characterized as being either favourably or unfavourably disposed towards this entire complex attitudinal area. Rather, attitudes are found to vary between and sometimes within, component issues.

Those with less education and lower occupational status more strongly believe that advertising is necessary to assure the continuance of quality television programs. Canadians of lower socioeconomic status much more firmly believe that television programs supported by advertising, and particularly by lots of advertising, are of better quality. Correlatively, these same people are less able to visualize television programming that is free of commercials. It is also interesting that those with post secondary education or white collar jobs somewhat more often agree that they would prefer to pay directly towards the cost of programming so as to avoid commercials, whereas those with higher incomes somewhat less often prefer the alternative of paying money.

Canadians of lower socioeconomic status are more willing to admit that commercials serve a useful function by allowing them additional time to do other things. However, the tendency to do other things during commercial breaks, including leaving the room, increases as socioeconomic status increases.

Those of lower education, occupation, and income levels also react more negatively towards the disruptive and annoying placement of advertisements within television programs, and they more strongly advocate placing fewer longer commercials into the same time allotment which currently presents many short unrelated ones. Those of higher socioeconomic status appear more able to tolerate or perhaps ignore these negative aspects of television advertising, even though they less often believe that there is any economic need for advertising on television.

Attitudes appear mixed towards various types of television commercials. As education and income levels increase, Canadians somewhat more often appreciate station advertisements for upcoming programs and also appear to be somewhat more open minded regarding the presence of personal product advertising. These same individuals slightly more often accept comparative advertising, and yet this type of advertising is also slightly more often accepted by blue collar workers than it is by white collar workers. Conversely the use of celebrities in commercials is slightly more often accepted by white collar workers, but is slightly more often frowned upon by higher income people. A more definitive reversal of attitude occurs in two other areas. Canadians of higher socioeconomic status are considerably more critical of advertising which associates products with a particularly desirable lifestyle, and are more critical of advertising which is directed at children, than are Canadians of lower socioeconomic status.

Those of higher socioeconomic status also less often expect and less often find that television advertising provides entertainment value. However, informative commercials are not differentially desired according to socioeconomic status.

Canadians' attitudes towards how commercials portray both men and women are readily differentiated according to education and occupation, but not by income. Those with post secondary education or white collar jobs more often tend to agree that television advertising is insulting to both sexes, but that in particular, household product advertising degrades women.

Regarding the perceived integrity of television advertising, those of increasing socioeconomic status proportionately more often believe that controls to ensure truth in advertising work and are necessary. They are slightly more inclined to advocate crown prosecution as a means of enforcing this area, but are marginally less likely to see any need for more innovative sanctions. Because of such beliefs, they do not proportionately more often look elsewhere for the truth regarding advertisements, nor do they more often believe that commercially sponsored advertising is any less believable than government advertising. Related to their more positive attitudes towards the integrity of commercials, Canadians with higher education, occupation, and income levels less often rationalize that if television commercials were completely realistic nobody would want to watch them.

In terms of population density, few strong differences occur in attitudes towards television advertising. Rural area Canadians and those living in smaller

centres do proportionately more often believe that television commercials should be informative more so than entertaining. They also more often prefer Canadian produced commercials for Canadian products.

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Canadians living in large metropolitan areas, somewhat more often agree that there are too many commercials on television and that they make it difficult to follow the programs, and they are also somewhat more inclined to become annoyed with television commercials. As well they see less utility in commercial breaks, but more frequently do other things during commercials rather than watch them.

Canadians living in centres with a population between 100,000 and 500,000 are characterized by their generally more positive attitude towards the economic relationship between advertising and television. Just as they are more positively disposed towards advertising generally, they see it as being a necessary means of support for quality television programming and thus also least advocate its removal from one or more television channels. They also less often find commercial breaks distract from television programs.

Attitudes towards certain issues surrounding television advertising consistently vary between several geographic regions of Canada. In Ontario and the Prairie provinces the economic relationship between advertising and vision is more often perceived to be necessary, and its continued presence also more often considered acceptable. Canadians living in these four provinces also least often agree that the placement and number of commercials

is disruptive or annoying. They more often accept the presence of a moderate number of commercials and accept the discontinuity that is caused both by showing several of them together and by dispersing them throughout the program. They also least often believe that publicly supported television is as effective as commercial television at fulfilling an informational role.

Residents of Quebec appear much less favourably disposed towards advertising on television. As well as proportionately more often agreeing that there are far too many commercials on television most of the time, they more often find the placement of commercials to be interrupting and thus in fact prefer fewer longer commercials placed at the end of programs. They more strongly dislike loud irritating commercials; they emphasize the need for government enforcement and innovative sanctions regarding regulation of commercials; and they less often perceive commercials to contain useful factual information.

ATTITUDES TOWARDS TELEVISION ADVERTISING

<u>Relationship of Advertising to Television:</u>	<u>Total Canadians</u>	<u>Language</u>		<u>Sex</u>	
		<u>English</u>	<u>French</u>	<u>Male</u>	<u>Female</u>
Advertising on television is necessary because it pays for the programs we get on television	4.2	4.3	4.1	4.2	4.2
Television programs that are sponsored by advertising are usually better than those which have no advertising	3.0	3.0	3.1	3.0	2.9
Television stations that show a lot of commercials have better programs	2.7	2.7	2.7	2.7	2.7
T.V. stations supported by public tax money do a better job of informing the public than those which have advertising on them	3.2	3.2	3.4	3.2	3.2
We couldn't get the programs we want on television without advertising	3.7	3.7	3.7	3.7	3.7
It is difficult to imagine watching television without any commercial breaks	3.2	3.1	3.3	3.1	3.2
There should be at least one channel on which there is no advertising	4.1	4.0	4.3	4.1	4.1
There should be no advertising at all on television	2.9	2.8	3.2	2.8	2.9
I'd rather pay money to watch good programs than have to put up with all the advertising on television	3.2	3.2	3.2	3.3	3.2

TABLE 12 (CONTINUED)

	Total Canadians	Language		Sex	
		English	French	Male	Female
<u>Frequency and Number Of Advertisements on Television:</u>					
There are far too many commercials on television most of the time	4.4	4.3	4.7	4.3	4.5
I would not be upset if there were twice as many commercials on tele- vision as there are now	1.6	1.5	1.6	1.6	1.5
It is annoying to see three commer- cials in each half hour of program- ming	4.2	4.1	4.5	4.1	4.3
Four commercials in a row are too many	4.7	4.6	4.7	4.6	4.7
It is annoying when they show as many as five or six commercials all in a row	4.7	4.7	4.8	4.6	4.7
<u>Placement of Commercials Within Television Programming:</u>					
The commercial breaks make it difficult to follow the program you are watching on television	3.6	3.4	4.1	3.6	3.6
Commercials on television inter- rupt the program at the worst possible time	4.4	4.3	4.7	4.3	4.5
I find the commercial breaks use- ful because they allow me to do other things	3.4	3.4	3.2	3.3	3.4
I prefer watching programs where commercials are shown only at the beginning and at the end	4.6	4.5	4.7	4.5	4.6
I don't like the way the commercials which are shown together jump around from one thing to another	3.6	3.7	3.6	3.6	3.7
I would rather see a small number of longer commercials than a lot of short ones	4.0	3.8	4.3	4.0	4.0

TABLE 12 (CONTINUED)

	Total Canadians	Language		Sex	
		English	French	Male	Female
<u>Manner of Presentation of Television Advertising:</u>					
I hate seeing the same commercial over and over again	4.6	4.6	4.5	4.6	4.6
Some commercials are really irritating because they turn up the sound	4.3	4.3	4.5	4.3	4.4
I hate it when the announcer in the commercial sounds loud and excited	4.2	4.1	4.4	4.1	4.2
A commercial should be shown in the language of those viewing it not dubbed or translated	4.1	4.0	4.3	4.0	4.1
<u>Types of Television Advertising:</u>					
Some television advertising on children's programs is really unfair to parents	4.0	4.6	4.7	3.9	4.0
Advertisers should not be allowed to use well-known celebrities to sell their products on television	3.2	3.2	3.4	3.2	3.3
I don't like the way some advertisers tell you that you can have the good life if only you would use their product	4.0	4.1	4.0	3.9	4.1
A comparison of different brands should be allowed in television commercials	3.5	3.5	3.5	3.6	3.4
Television stations should not be allowed to show commercials for things like undergarments or personal hygiene products	3.1	3.1	3.1	2.9	3.2
Advertising for other programs is just as annoying as adver- tising for products	3.2	3.2	3.4	3.2	3.3
Promotions that tell you what programs are going to be on later are just as annoying as the commercials	3.1	3.0	3.4	3.1	3.0

TABLE 12 (CONTINUED)

	Total Canadians	Language		Sex	
		English	French	Male	Female
<u>The Informational and Entertainment Roles of Television Advertising:</u>					
It is more important for television commercials to be informative than entertaining	4.1	4.0	4.3	4.1	4.2
The best commercials are the ones which give you information with- out any gimmicks	4.3	4.3	4.2	4.2	4.3
Television commercials rarely tell you anything useful about the product which is being advertised	3.5	3.4	3.8	3.5	3.4
Advertising is suited to television because both the commercials and the programs have nothing to do with my everyday life	3.2	3.1	3.3	3.2	3.2
The best commercials are those which are the most entertaining	3.6	3.6	3.5	3.6	3.6
Some television commercials are more entertaining than most of the programs I watch	2.8	2.8	2.6	2.8	2.7
<u>Images which Television Advertising Creates</u>					
A lot of television commercials are insulting to men	3.2	3.2	3.1	3.1	3.2
A lot of television advertisements are insulting to women	3.7	3.7	3.7	3.6	3.8
Most commercials for products like household cleaners suggest that housewives have no common sense	3.8	3.8	3.7	3.7	3.8
Television commercials don't show people the way they really are	4.3	4.3	4.3	4.3	4.3
If television commercials were completely realistic, nobody would want to watch them	3.2	3.2	3.2	3.2	3.2

TABLE 12 (CONTINUED)

	Total Canadians	Language		Sex	
		English	French	Male	Female
<u>Integrity of Television Advertising:</u>					
Advertisers can say or show almost anything they like on television commercials without having to tell the truth	3.2	3.1	3.3	3.1	3.2
Advertisers should have the right to show the public their products in any way they want	2.5	2.5	2.6	2.6	2.5
Television programs such as Market Place (Fr. Consommateurs Avertis) tell you the truth about advertised products	4.2	4.1	4.3	4.1	4.2
Advertisements put out by the government are more believable	3.3	3.2	3.4	3.2	3.3
<u>Regulation of Truth in Television Advertising:</u>					
The government or the television stations should check all commercials to make sure that what they are saying is really true	4.6	4.5	4.7	4.6	4.6
It is up to the government to ensure that advertisers can prove everything they say in television commercials	4.4	4.3	4.6	4.4	4.4
The government should prosecute any advertisers who mislead the public	4.6	4.6	4.6	4.6	4.6
Any advertiser misleading the public should not be allowed to show any commercials for a period of time	4.5	4.4	4.7	4.4	4.5
Any advertiser that misleads the public should be required to go on television again and tell the truth	4.5	4.5	4.6	4.5	4.5

TABLE 12 (CONTINUED)

	Total Canadians	Language		Sex	
		English	French	Male	Female
<u>Canadian Content in Television Advertising:</u>					
I would prefer to see a commercial for Canadian products rather than American products	4.2	4.2	4.3	4.1	4.3
If the quality was the same, I would prefer to see a Canadian commercial rather than an American commercial	4.3	4.2	4.3	4.2	4.3
<u>Personal Response to Television Advertising:</u>					
I leave the room to get something when a commercial comes on	3.7	3.8	3.4	3.6	3.8
I flip the dial to see what's on the other channels when a commercial comes on	2.9	2.8	3.2	3.0	2.7
I get annoyed when a commercial comes on	2.9	3.1	2.4	3.0	2.9
I do something else until the commercial break is over	3.6	3.6	3.6	3.4	3.7
I watch the commercials	3.0	3.0	3.0	3.1	2.9
I make a point of seeing a commercial that I like	2.5	2.2	3.1	2.5	2.4

TABLE 12 (CONTINUED)

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Relationship of Advertising to Television:	Age						
	15-17	18-24	25-34	35-44	45-54	55-64	65 and over
Advertising on television is necessary because it pays for the programs we get on television	3.9	4.1	4.2	4.2	4.4	4.2	4.4
Television programs that are sponsored by advertising are usually better than those which have no advertising	3.0	2.9	2.7	2.9	3.2	3.1	3.3
Television stations that show a lot of commercials have better programs	2.6	2.6	2.5	2.6	2.9	2.8	2.9
T.V. stations supported by public tax money do a better job of informing the public than those which have advertising on them	3.4	3.3	3.1	3.1	3.2	3.3	3.2
We couldn't get the programs we want on television without advertising	3.6	3.6	3.6	3.7	3.8	3.8	4.0
It is difficult to imagine watching television without any commercial breaks	3.3	3.2	3.1	3.0	3.4	3.3	3.1
There should be at least one channel on which there is no advertising	3.9	4.0	4.1	4.1	4.1	4.2	4.2
There should be no advertising at all on television	2.9	2.8	2.9	2.9	2.8	3.0	2.9
I'd rather pay money to watch good programs than have to put up with all the advertising on television	3.5	3.2	3.2	3.2	3.2	3.3	3.2

TABLE 12 (CONTINUED)

	Age						
	15-17	18-24	25-34	35-44	45-54	55-64	65 and over
<u>Frequency and Number of Advertisements on Television:</u>							
There are far too many commercials on television most of the time	4.3	4.4	4.5	4.4	4.4	4.4	4.4
I would not be upset if there were twice as many commercials on television as there are now	1.6	1.5	1.5	1.4	1.6	1.7	1.7
It is annoying to see three commercials in each half hour of programming	3.9	4.1	4.2	4.2	4.4	4.2	4.4
Four commercials in a row are too many	4.5	4.6	4.7	4.7	4.7	4.6	4.7
It is annoying when they show as many as five or six commercials all in a row	4.7	4.8	4.7	4.7	4.7	4.7	4.7
<u>Placement of Commercials Within Television Programming:</u>							
The commercial breaks make it difficult to follow the program you are watching on television	3.5	3.5	3.4	3.6	3.6	3.8	3.8
Commercials on television interrupt the program at the worst possible time	4.4	4.4	4.3	4.4	4.5	4.4	4.5
I find the commercial breaks useful because they allow me to do other things	3.4	3.5	3.4	3.4	3.5	3.3	3.3
I prefer watching programs where commercials are shown only at the beginning and at the end	4.4	4.4	4.5	4.6	4.6	4.7	4.7
I don't like the way the commercials which are shown together jump around from one thing to another	3.5	3.5	3.6	3.6	3.8	3.8	3.8
I would rather see a small number of longer commercials than a lot of short ones	3.7	3.8	3.9	4.0	4.1	4.2	4.0

Manner Of Presentation Of <u>Television Advertising:</u>	Age						
	15-17	18-24	25-34	35-44	45-54	55-64	65 and over
I hate seeing the same commercial over and over again	4.5	4.7	4.6	4.5	4.6	4.6	4.6
Some commercials are really irritating because they turn up the sound	3.9	4.2	4.3	4.4	4.4	4.4	4.4
I hate it when the announcer in the commercial sounds loud and excited	3.7	4.0	4.2	4.2	4.3	4.4	4.4
A commercial should be shown in the language of those viewing it not dubbed or translated	4.1	4.1	4.0	3.9	4.1	4.1	4.3
<u>Types of Television Advertising:</u>							
Some television advertising on children's programs is really unfair to parents	3.5	3.8	4.0	4.2	4.1	4.0	4.0
Advertisers should not be allowed to use well-known celebrities to sell their products on television	3.2	3.1	3.0	3.1	3.3	3.4	3.6
I don't like the way some advertisers tell you that you can have the good life if only you would use their product	4.0	4.1	4.2	4.0	4.1	3.8	4.0
A comparison of different brands should be allowed in television commercials	3.4	3.7	3.7	3.5	3.5	3.4	3.2
Television stations should not be allowed to show commercials for things like undergarments or personal hygiene products	2.8	2.7	2.9	3.0	3.2	3.4	3.6
Advertising for other programs is just as annoying as advertising for products	3.0	3.1	3.2	3.2	3.3	3.5	3.5
Promotions that tell you what programs are going to be on later are just as annoying as the commercials	2.7	2.8	3.0	3.2	3.3	3.2	3.3

	Age						
	15-17	18-24	25-34	35-44	45-54	55-64	65 and over
<u>The Informational and Entertainment Roles of Television Advertising:</u>							
It is more important for television commercials to be informative than entertaining	3.9	4.1	4.1	4.1	4.1	4.2	4.4
The best commercials are the ones which give you information without any gimmicks	4.0	4.1	4.2	4.3	4.3	4.3	4.5
Television commercials rarely tell you anything useful about the product which is being advertised	3.3	3.4	3.5	3.4	3.6	3.5	3.5
Advertising is suited to television because both the commercials and the programs have nothing to do with my everyday life	3.0	3.0	3.0	3.2	3.4	3.4	3.3
The best commercials are those which are the most entertaining	3.8	3.4	3.5	3.6	3.7	3.7	3.5
Some television commercials are more entertaining than most of the programs I watch	2.6	2.6	2.8	2.9	2.8	2.8	2.7
<u>Images which Television Advertising Creates:</u>							
A lot of television commercials are insulting to men	3.0	3.0	3.1	3.2	3.3	3.2	3.2
A lot of television advertisements are insulting to women	3.5	3.6	3.6	3.6	3.9	3.7	3.8
Most commercials for products like household cleaners suggest that housewives have no common sense	3.6	3.7	3.8	3.8	3.8	3.7	3.8
Television commercials don't show people the way they really are	4.1	4.3	4.3	4.3	4.3	4.3	4.3
If television commercials were completely realistic, nobody would want to watch them	3.3	3.1	3.1	3.2	3.3	3.3	3.3

	Age						
	15-17	18-24	25-34	35-44	45-54	55-64	65 and over
<u>Integrity of Television Advertising:</u>							
Advertisers can say or show almost anything they like on television commercials without having to tell the truth	3.1	3.0	3.0	3.1	3.3	3.4	3.5
Advertisers should have the right to show the public their products in any way they want	2.6	2.5	2.3	2.5	2.7	2.9	2.7
Television programs such as Market Place (Fr. Consommateurs Avertis) tell you the truth about advertised products	4.1	4.2	4.2	4.2	4.2	4.2	4.1
Advertisements put out by the government are more believable	3.3	3.3	3.2	3.1	3.2	3.3	3.4
<u>Regulation of Truth in Television Advertising:</u>							
The government or the television stations should check all commercials to make sure that what they are saying is really true	4.5	4.6	4.6	4.6	4.6	4.5	4.5
It is up to the government to ensure that advertisers can prove everything they say in television commercials	4.3	4.4	4.4	4.4	4.4	4.5	4.4
The government should prosecute any advertisers who mislead the public	4.3	4.5	4.6	4.6	4.7	4.6	4.6
Any advertiser misleading the public should not be allowed to show any commercials for a period of time	4.3	4.4	4.5	4.5	4.6	4.5	4.5
Any advertiser that misleads the public should be required to go on television again and tell the truth	4.4	4.4	4.6	4.5	4.6	4.5	4.6

TABLE 12 (CONTINUED)

	Age						
	15-17	18-24	25-34	35-44	45-54	55-64	65 and over
<u>Canadian Content in Television Advertising:</u>							
I would prefer to see a commercial for Canadian products rather than American products	4.2	4.1	4.2	4.2	4.2	4.3	4.4
If the quality was the same, I would prefer to see a Canadian commercial rather than an American commercial	4.1	4.2	4.4	4.1	4.3	4.3	4.3
<u>Personal Response to Television Advertising:</u>							
I leave the room to get something when a commercial comes on	3.8	3.8	3.9	3.7	3.7	3.5	3.5
I flip the dial to see what's on the other channels when a commercial comes on	3.3	3.2	2.9	2.8	2.7	2.7	2.6
I get annoyed when a commercial comes on	2.8	3.0	2.9	2.9	2.9	2.9	2.9
I do something else until the commercial break is over	3.6	3.6	3.6	3.6	3.6	3.4	3.4
I watch the commercials	3.1	2.9	3.0	3.0	2.9	3.0	3.1
I make a point of seeing a commercial that I like	2.8	2.5	2.6	2.4	2.4	2.4	2.3

	Education			Occupation		
	No Secondary	Some/ Completed Secondary	Post Secondary	White Collar	Blue Collar	House- wife
<u>Relationship of Advertising to Television:</u>						
Advertising on television is necessary because it pays for the programs we get on television	4.4	4.2	4.1	4.1	4.3	4.3
Television programs that are sponsored by advertising are usually better than those which have no advertising	3.2	3.0	2.8	2.8	3.1	3.0
Television stations that show a lot of commercials have better programs	3.0	2.7	2.5	2.5	2.7	2.7
T.V. stations supported by public tax money do a better job of informing the public than those which have advertising on them	3.1	3.2	3.3	3.2	3.2	3.2
We couldn't get the programs we want on television without advertising	3.9	3.7	3.5	3.6	3.7	3.8
It is difficult to imagine watching television without any commercial breaks	3.4	3.3	2.8	2.9	3.3	3.4
There should be at least one channel on which there is no advertising	3.9	4.1	4.2	4.0	4.1	4.1
There should be no advertising at all on television	2.9	2.8	3.0	2.9	2.8	3.0
I'd rather pay money to watch good programs than have to put up with all the advertising on television	3.2	3.2	3.4	3.4	3.2	3.2

	Education			Occupation		
	No Secondary	Some/ Completed Secondary	Post Secondary	White Collar	Blue Collar	House- wife
<u>Frequency and Number of Advertisements on Television:</u>						
There are far too many commercials on television most of the time	4.4	4.4	4.5	4.3	4.4	4.5
I would not be upset if there were twice as many commercials on television as there are now	1.8	1.6	1.4	1.5	1.5	1.5
It is annoying to see three commercials in each half hour of programming	4.3	4.2	4.0	4.1	4.1	4.4
Four commercials in a row are too many	4.7	4.6	4.7	4.6	4.6	4.8
It is annoying when they show as many as five or six commercials all in a row	4.7	4.7	4.6	4.6	4.7	4.8
<u>Placement of Commercials Within Television Programming:</u>						
The commercial breaks make it difficult to follow the program you are watching on television	3.7	3.5	3.6	3.5	3.5	3.7
Commercials on television interrupt the program at the worst possible time	4.5	4.4	4.3	4.3	4.4	4.5
I find the commercial breaks useful because they allow me to do other things	3.5	3.4	3.3	3.3	3.3	3.5
I prefer watching programs where commercials are shown only at the beginning and at the end	4.6	4.6	4.6	4.5	4.5	4.6
I don't like the way the commercials which are shown together jump around from one thing to another	3.8	3.6	3.6	3.5	3.7	3.8
I would rather see a small number of longer commercials than a lot of short ones	4.1	4.0	3.9	3.9	4.0	4.1

TABLE 12 (CONTINUED)

Manner of Presentation of Television Advertising:	Education			Occupation		
	No Secondary	Some/ Completed Secondary	Post Secondary	White Collar	Blue Collar	House- wife
I hate seeing the same commercial over and over again	4.5	4.6	4.6	4.6	4.6	4.6
Some commercials are really irritating because they turn up the sound	4.4	4.3	4.4	4.3	4.3	4.5
I hate it when the announcer in the commercial sounds loud and excited	4.1	4.1	4.3	4.2	4.1	4.3
A commercial should be shown in the language of those viewing it not dubbed or translated	4.1	4.1	4.0	4.0	4.0	4.1
<u>Types of Television Advertising:</u>						
Some television advertising on children's programs is really unfair to parents	3.9	3.9	4.1	4.1	3.9	4.1
Advertisers should not be allowed to use well-known celebrities to sell their products on television	3.3	3.2	3.2	3.2	3.1	3.3
I don't like the way some advertisers tell you that you can have the good life if only you would use their product	3.8	4.0	4.3	4.2	3.8	4.2
A comparison of different brands should be allowed in television commercials	3.5	3.5	3.6	3.5	3.7	3.5
Television stations should not be allowed to show commercials for things like undergarments or personal hygiene products	3.3	3.0	2.9	2.9	2.9	3.4
Advertising for other programs is just as annoying as advertising for products	3.4	3.2	3.2	3.2	3.2	3.4
Promotions that tell you what programs are going to be on later are just as annoying as the commercials	3.4	3.0	3.1	3.1	3.1	3.1

TABLE 12 (CONTINUED)

	Education			Occupation		
	No Secondary	Some/ Completed Secondary	Post Secondary	White Collar	Blue Collar	House- wife
<u>The Informational and Entertainment Roles of Television Advertising:</u>						
It is more important for television commercials to be informative than entertaining	4.1	4.2	4.0	4.1	4.1	4.2
The best commercials are the ones which give you information with- out any gimmicks	4.2	4.3	4.2	4.2	4.2	4.4
Television commercials rarely tell you anything useful about the product which is being advertised	3.6	3.4	3.5	3.5	3.4	3.5
Advertising is suited to television because both the commercials and the programs have nothing to do with my everyday life	3.4	3.2	3.0	3.1	3.2	3.3
The best commercials are those which are the most entertaining	3.7	3.6	3.5	3.5	3.7	3.6
Some television commercials are more entertaining than most of the programs I watch	2.9	2.7	2.7	2.7	2.9	2.7
<u>Images which Television Advertising Creates:</u>						
A lot of television commercials are insulting to men	3.1	3.1	3.2	3.2	3.1	3.2
A lot of television advertisements are insulting to women	3.7	3.6	3.8	3.8	3.6	3.8
Most commercials for products like household cleaners suggest that housewives have no common sense	3.6	3.8	3.8	4.0	3.5	3.9
Television commercials don't show people the way they really are	4.3	4.3	4.3	4.3	4.3	4.4
If television commercials were completely realistic, nobody would want to watch them	3.4	3.2	3.1	3.1	3.2	3.3

TABLE 12 (CONTINUED)

	Education			Occupation		
	No Secondary	Some/ Completed Secondary	Post Secondary	White Collar	Blue Collar	House- wife
<u>Integrity of Television Advertising:</u>						
Advertisers can say or show almost anything they like on television commercials without having to tell the truth	3.3	3.2	3.0	3.0	3.1	3.3
Advertisers should have the right to show the public their products in any way they want	2.9	2.5	2.3	2.3	2.7	2.5
Television programs such as Market Place (Fr. Consommateurs Avertis) tell you the truth about advertised products	4.1	4.2	4.1	4.1	4.2	4.3
Advertisements put out by the government are more believable	3.3	3.3	3.3	3.2	3.2	3.4
<u>Regulation of Truth in Television Advertising:</u>						
The government or the television stations should check all commercials to make sure that what they are saying is really true	4.6	4.6	4.5	4.6	4.6	4.6
It is up to the government to ensure that advertisers can prove everything they say in television commercials	4.4	4.4	4.3	4.3	4.5	4.4
The government should prosecute any advertisers who mislead the public	4.5	4.6	4.6	4.7	4.6	4.6
Any advertiser misleading the public should not be allowed to show any commercials for a period of time	4.5	4.5	4.5	4.5	4.5	4.6
Any advertiser that misleads the public should be required to go on television again and tell the truth	4.6	4.5	4.4	4.4	4.5	4.6

TABLE 12 (CONTINUED)

	Education			Occupation		
	No Secondary	Some/ Completed Secondary	Post Secondary	White Collar	Blue Collar	House- wife
<u>Canadian Content in Television Advertising:</u>						
I would prefer to see a commercial for Canadian products rather than American products	4.3	4.3	4.1	4.1	4.2	4.4
If the quality was the same, I would prefer to see a Canadian commercial rather than an American commercial	4.3	4.3	4.2	4.3	4.2	4.3
<u>Personal Response to Television Advertising:</u>						
I leave the room to get something when a commercial comes on	3.5	3.8	3.7	3.8	3.7	3.8
I flip the dial to see what's on the other channels when a commercial comes on	2.9	2.9	2.8	2.8	2.9	2.7
I get annoyed when a commercial comes on	2.9	2.9	3.1	3.0	3.0	2.9
I do something else until the commercial break is over	3.4	3.6	3.7	3.7	3.4	3.7
I watch the commercials	3.0	3.0	3.0	2.9	3.0	2.9
I make a point of seeing a commercial that I like	2.5	2.5	2.4	2.4	2.5	2.4

TABLE 12 (CONTINUED)

	Household Income				Population Density		
	Under \$5,000	\$5,000 to \$9,999	\$10,000 to \$19,999	\$20,000 and over	500,000 and over	100,000 to 499,999	99,999 and under
Relationship of Advertising to Television:							
Advertising on television is necessary because it pays for the programs we get on television	4.3	4.2	4.3	4.2	4.2	4.3	4.2
Television programs that are sponsored by advertising are usually better than those which have no advertising	3.1	3.0	2.9	2.8	3.0	3.0	3.0
Television stations that show a lot of commercials have better programs	2.9	2.8	2.6	2.5	2.7	2.6	2.7
T.V. stations supported by public tax money do a better job of informing the public than those which have advertising on them	3.3	3.2	3.2	3.1	3.3	3.3	3.2
We couldn't get the programs we want on television without advertising	3.7	3.7	3.7	3.6	3.7	3.8	3.7
It is difficult to imagine watch- ing television without any commer- cial breaks	3.2	3.3	3.2	3.0	3.0	3.2	3.3
There should be at least one channel on which there is no advertising	4.1	4.1	4.1	4.0	4.2	3.9	4.0
There should be no advertising at all on television	3.1	2.9	2.8	2.8	3.0	2.7	2.9
I'd rather pay money to watch good programs than have to put up with all the advertising on television	3.3	3.3	3.2	3.2	3.3	3.2	3.2

	Household Income				Population Density		
	Under \$5,000	\$5,000 to \$9,999	\$10,000 to \$19,999	\$20,000 and over	500,000 and over	100,000 to 499,999	99,999 and under
<u>Frequency and Number of Advertisements on Television:</u>							
There are far too many commercials on television most of the time	4.3	4.5	4.4	4.4	4.5	4.4	4.4
I would not be upset if there were twice as many commercials on television as there are now	1.7	1.7	1.5	1.4	1.6	1.5	1.6
It is annoying to see three commercials in each half hour of programming	4.3	4.2	4.2	4.0	4.2	4.1	4.2
Four commercials in a row are too many	4.7	4.6	4.7	4.7	4.7	4.7	4.6
It is annoying when they show as many as five or six commercials all in a row	4.7	4.7	4.7	4.7	4.7	4.7	4.7
<u>Placement of Commercials Within Television Programming:</u>							
The commercial breaks make it difficult to follow the program you are watching on television	3.8	3.7	3.5	3.5	3.7	3.5	3.6
Commercials on television interrupt the program at the worst possible time	4.5	4.4	4.4	4.3	4.4	4.4	4.4
I find the commercial breaks useful because they allow me to do other things	3.3	3.5	3.4	3.2	3.3	3.4	3.4
I prefer watching programs where commercials are shown only at the beginning and at the end	4.5	4.6	4.6	4.5	4.6	4.5	4.6
I don't like the way the commercials which are shown together jump around from one thing to another	3.7	3.7	3.6	3.5	3.6	3.8	3.6
I would rather see a small number of longer commercials than a lot of short ones	4.0	3.9	4.0	3.9	3.9	4.0	4.0

	Household Income				Population Density		
	Under \$5,000	\$5,000 to \$9,999	\$10,000 to \$19,999	\$20,000 and over	500,000 and over	100,000 to 499,999	99,999 and under
<u>Manner of Presentation of Television Advertising:</u>							
I hate seeing the same commercial over and over again	4.5	4.6	4.6	4.6	4.6	4.6	4.6
Some commercials are really irritating because they turn up the sound	4.4	4.3	4.3	4.2	4.3	4.3	4.3
I hate it when the announcer in the commercial sounds loud and excited	4.2	4.2	4.1	4.2	4.2	4.1	4.2
A commercial should be shown in the language of those viewing it not dubbed or translated	4.1	4.1	4.0	3.9	3.9	4.1	4.1
<u>Types of Television Advertising:</u>							
Some television advertising on children's programs is really unfair to parents	3.9	4.0	4.0	4.1	4.0	4.1	3.9
Advertisers should not be allowed to use well-known celebrities to sell their products on television	3.4	3.4	3.2	3.0	3.3	3.2	3.2
I don't like the way some advertisers tell you that you can have the good life if only you would use their product	4.0	3.9	4.1	4.2	4.1	4.2	4.0
A comparison of different brands should be allowed in television commercials	3.4	3.4	3.6	3.6	3.5	3.5	3.5
Television stations should not be allowed to show commercials for things like undergarments or personal hygiene products	3.4	3.2	3.0	2.8	3.0	3.0	3.1
Advertising for other programs is just as annoying as advertising for products	3.4	3.3	3.2	3.1	3.3	3.2	3.3
Promotions that tell you what programs are going to be on later are just as annoying as the commercials	3.2	3.0	3.1	3.0	3.1	3.0	3.1

TABLE 12 (CONTINUED)

	Household Income				Population Density		
	\$5,000 Under \$5,000	\$5,000 to \$9,999	\$10,000 to \$19,999	\$20,000 and over	500,000 and over	100,000 to 499,999	99,999 and under
<u>The Informational and Entertainment Roles of Television Advertising:</u>							
It is more important for television commercials to be informative than entertaining	4.2	4.2	4.1	4.0	4.0	4.1	4.2
The best commercials are the ones which give you information without any gimmicks	4.2	4.3	4.3	4.2	4.2	4.3	4.3
Television commercials rarely tell you anything useful about the product which is being advertised	3.6	3.5	3.4	3.5	3.6	3.3	3.5
Advertising is suited to television because both the commercials and the programs have nothing to do with my everyday life	3.2	3.2	3.1	3.0	3.2	3.1	3.2
The best commercials are those which are the most entertaining	3.7	3.6	3.6	3.5	3.7	3.5	3.5
Some television commercials are more entertaining than most of the programs I watch	2.8	2.8	2.8	2.7	2.8	2.7	2.8
<u>Images which Television Advertising Creates:</u>							
A lot of television commercials are insulting to men	3.2	3.1	3.2	3.2	3.2	3.2	3.1
A lot of television advertisements are insulting to women	3.7	3.7	3.7	3.7	3.8	3.7	3.6
Most commercials for products like household cleaners suggest that housewives have no common sense	3.7	3.7	3.8	3.9	3.8	3.8	3.7
Television commercials don't show people the way they really are	4.3	4.3	4.3	4.3	4.4	4.2	4.2
If television commercials were completely realistic, nobody would want to watch them	3.3	3.3	3.2	3.1	3.3	3.1	3.2

	Household Income				Population Density		
	\$5,000 Under \$5,000	\$5,000 to \$9,999	\$10,000 to \$19,999	\$20,000 and over	500,000 and over	100,000 to 499,999	99,999 and under

Integrity of Television Advertising:

Advertisers can say or show almost anything they like on television commercials without having to tell the truth

3.5 3.3 3.1 2.9 3.1 3.1 3.2

Advertisers should have the right to show the public their products in any way they want

2.8 2.8 2.5 2.3 2.6 2.4 2.6

Television programs such as Market Place (Fr. Consommateurs Avertis) tell you the truth about advertised products

4.1 4.1 4.3 4.1 4.1 4.1 4.2

Advertisements put out by the government are more believable

3.4 3.3 3.2 3.1 3.3 3.3 3.2

Regulation of Truth in Television Advertising:

The government or the television stations should check all commercials to make sure that what they are saying is really true

4.6 4.6 4.6 4.5 4.6 4.6 4.6

It is up to the government to ensure that advertisers can prove everything they say in television commercials

4.4 4.4 4.4 4.3 4.4 4.4 4.4

The government should prosecute any advertisers who mislead the public

4.5 4.6 4.6 4.7 4.6 4.6 4.6

Any advertiser misleading the public should not be allowed to show any commercials for a period of time

4.5 4.5 4.5 4.4 4.5 4.4 4.5

Any advertiser that misleads the public should be required to go on television again and tell the truth

4.6 4.5 4.5 4.4 4.4 4.5 4.5

TABLE 12 (CONTINUED)

	Household Income				Population Density		
	Under \$5,000	\$5,000 to \$9,999	\$10,000 to \$19,999	\$20,000 and over	500,000 and over	100,000 to 499,999	99,999 and under
<u>Canadian Content in Television Advertising:</u>							
I would prefer to see a commercial for Canadian products rather than American products	4.3	4.2	4.3	4.2	4.2	4.2	4.3
If the quality was the same, I would prefer to see a Canadian commercial rather than an American commercial	4.2	4.3	4.3	4.2	4.2	4.2	4.3
<u>Personal Response to Television Advertising:</u>							
I leave the room to get something when a commercial comes on	3.6	3.6	3.8	3.8	3.8	3.7	3.7
I flip the dial to see what's on the other channels when a commercial comes on	2.8	2.9	2.9	2.8	2.9	2.7	2.9
I get annoyed when a commercial comes on	2.9	2.9	3.0	3.0	3.0	2.9	2.9
I do something else until the commercial break is over	3.4	3.5	3.6	3.6	3.7	3.4	3.5
I watch the commercials	2.9	3.1	3.0	3.0	2.9	3.0	3.0
I make a point of seeing a commercial that I like	2.5	2.5	2.4	2.4	2.5	2.5	2.4

TABLE 12 (CONTINUED)

Relationship of Advertising to Television:	Region				
	Atlantic	Quebec	Ontario	Prairies	British Columbia
Advertising on television is necessary because it pays for the programs we get on television	4.1	4.1	4.4	4.3	4.1
Television programs that are sponsored by advertising are usually better than those which have no advertising	2.9	3.0	3.0	3.0	2.8
Television stations that show a lot of commercials have better programs	2.8	2.7	2.7	2.7	2.6
T.V. stations supported by public tax money do a better job of informing the public than those which have advertising on them	3.2	3.4	3.1	3.1	3.3
We couldn't get the programs we want on television without advertising	3.5	3.7	3.8	3.9	3.5
It is difficult to imagine watching television without any commercial breaks	3.4	3.2	3.2	3.3	2.7
There should be at least one channel on which there is no advertising	4.1	4.3	4.0	3.8	4.2
There should be no advertising at all on television	3.2	3.2	2.6	2.7	2.9
I'd rather pay money to watch good programs than have to put up with all the advertising on television	3.3	3.3	3.2	3.3	3.3

TABLE 12 (CONTINUED)

	Region				
	Atlantic	Quebec	Ontario	Prairies	British Columbia
<u>Frequency and Number of Advertisements on Television:</u>					
There are far too many commercials on television most of the time	4.4	4.6	4.3	4.3	4.4
I would not be upset if there were twice as many commercials on television as there are now	1.8	1.6	1.5	1.7	1.3
It is annoying to see three commercials in each half hour of programming	4.4	4.4	4.0	4.0	4.2
Four commercials in a row are too many	4.5	4.7	4.6	4.7	4.6
It is annoying when they show as many as five or six commercials all in a row	4.6	4.7	4.7	4.7	4.8
<u>Placement of Commercials Within Television Programming:</u>					
The commercial breaks make it difficult to follow the program you are watching on television	3.6	4.1	3.3	3.3	3.5
Commercials on television interrupt the program at the worst possible time	4.5	4.7	4.3	4.3	4.3
I find the commercial breaks useful because they allow me to do other things	3.5	3.2	3.5	3.5	3.3
I prefer watching programs where commercials are shown only at the beginning and at the end	4.7	4.7	4.5	4.4	4.6
I don't like the way the commercials which are shown together jump around from one thing to another	3.9	3.6	3.6	3.5	3.7
I would rather see a small number of longer commercials than a lot of short ones	3.9	4.2	3.8	3.9	4.0

	Region				British Columbia
	Atlantic	Quebec	Ontario	Prairies	
<u>Manner of Presentation of Television Advertising:</u>					
I hate seeing the same commercial over and over again	4.6	4.5	4.5	4.6	4.7
Some commercials are really irritating because they turn up the sound	4.2	4.5	4.3	4.2	4.3
I hate it when the announcer in the commercial sounds loud and excited	4.0	4.4	4.0	4.2	4.1
A commercial should be shown in the language of those viewing it not dubbed or translated	4.2	4.2	4.0	4.0	3.9
<u>Types of Television Advertising:</u>					
Some television advertising on children's programs is really unfair to parents	3.9	4.0	4.0	3.9	4.2
Advertisers should not be allowed to use well-known celebrities to sell their products on television	3.3	3.4	3.1	3.2	3.1
I don't like the way some adver- tisers tell you that you can have the good life if only you would use their product	3.8	4.0	4.1	4.0	4.3
A comparison of different brands should be allowed in television commercials	3.5	3.5	3.6	3.3	3.6
Television stations should not be allowed to show commercials for things like undergarments or personal hygiene products	3.1	3.1	3.0	3.1	3.2
Advertising for other programs is just as annoying as adver- tising for products	3.6	3.4	3.1	3.2	3.1
Promotions that tell you what programs are going to be on later are just as annoying as the commercials	3.2	3.4	3.0	2.9	2.6

	Region				British Columbia
	Atlantic	Quebec	Ontario	Prairies	
<u>The Informational and Entertainment Roles of Television Advertising:</u>					
It is more important for television commercials to be informative than entertaining	4.1	4.3	4.0	4.2	4.0
The best commercials are the ones which give you information with- out any gimmicks	4.1	4.2	4.3	4.4	4.3
Television commercials rarely tell you anything useful about the product which is being advertised	3.4	3.7	3.4	3.3	3.3
Advertising is suited to television because both the commercials and the programs have nothing to do with my everyday life	3.1	3.3	3.1	3.2	3.0
The best commercials are those which are the most entertaining	3.7	3.6	3.7	3.3	3.6
Some television commercials are more entertaining than most of the programs I watch	2.9	2.6	2.9	2.7	2.7
<u>Images which Television Advertising Creates:</u>					
A lot of television commercials are insulting to men	3.0	3.1	3.2	3.2	3.3
A lot of television advertisements are insulting to women	3.3	3.7	3.8	3.6	3.8
Most commercials for products like household cleaners suggest that housewives have no common sense	3.4	3.7	3.8	3.9	4.0
Television commercials don't show people the way they really are	2.5	4.3	4.3	4.2	4.2
If television commercials were completely realistic, nobody would want to watch them	3.3	3.3	3.2	3.1	3.0

TABLE 12 (CONTINUED)

	Region				British Columbia
	Atlantic	Quebec	Ontario	Prairies	
<u>Integrity of Television Advertising:</u>					
Advertisers can say or show almost anything they like on television commercials without having to tell the truth	3.3	3.3	3.1	3.3	2.9
Advertisers should have the right to show the public their products in any way they want	2.9	2.7	2.5	2.5	2.4
Television programs such as Market Place (Fr. Consommateurs Avertis) tell you the truth about advertised products	4.3	4.3	4.0	4.3	4.1
Advertisements put out by the government are more believable	3.2	3.4	3.2	3.2	3.0
<u>Regulation of Truth in Television Advertising:</u>					
The government or the television stations should check all commercials to make sure that what they are saying is really true	4.5	4.7	4.6	4.5	4.5
It is up to the government to ensure that advertisers can prove everything they say in television commercials	4.2	4.5	4.4	4.3	4.3
The government should prosecute any advertisers who mislead the public	4.2	4.6	4.6	4.6	4.6
Any advertiser misleading the public should not be allowed to show any commercials for a period of time	4.5	4.6	4.5	4.3	4.3
Any advertiser that misleads the public should be required to go on television again and tell the truth	4.4	4.6	4.5	4.4	4.5

TABLE 12 (CONTINUED)

	Region				British Columbia
	Atlantic	Quebec	Ontario	Prairies	
<u>Canadian Content in Television Advertising:</u>					
I would prefer to see a commercial for Canadian products rather than American products	3.9	4.3	4.2	4.3	4.2
If the quality was the same, I would prefer to see a Canadian commercial rather than an American commercial	4.1	4.3	4.2	4.3	4.2
<u>Personal Response to Television Advertising:</u>					
I leave the room to get something when a commercial comes on	3.7	3.8	3.7	3.7	3.8
I flip the dial to see what's on the other channels when a commercial comes on	3.1	3.1	2.7	2.8	2.6
I get annoyed when a commercial comes on	3.3	2.5	3.1	3.1	3.2
I do something else until the commercial break is over	3.4	3.6	3.6	3.5	3.7
I watch the commercials	3.0	3.0	3.0	3.0	2.9
I make a point of seeing a commercial that I like	2.2	3.0	2.2	2.3	2.2

XIII. Attitudinal Dispositions Towards Television Advertising

The basic objective of this study is to explore and delineate the range of attitudes held by Canadians regarding advertising on television. Systematic variation of opinion exists towards the various specific component issues which constitute this complex attitudinal area. These patterns of opinion can be more briefly described in terms of response to key component items. Similarly a more succinct method of presenting television advertising attitudinal data must be developed in order to examine its relationships to the component attitudinal areas of both advertising and television.

This section describes how the previously discussed fifty nine television advertising attitude component items are more succinctly presented. The diversity of response to each of four component items strongly predicts variations in overall sentiment towards a number of differing television advertising issues.

The proportion of individuals that can be categorized according to variance in response to each of the four key component items appears in Table 13. Note that because of the complexity of this attitudinal area, discrete mutually exclusive dispositions cannot be described. Rather the overall attitudinal pattern of any given individual may in fact be described by that person's response to none, one, or several key component items.

TABLE 13RESPONSE TO KEY TELEVISION ADVERTISING STATEMENTS

<u>Component Item</u>	<u>Response</u>	<u>Total Canadians</u>
		3059
		%
There should be no advertising at all on television	Agree	36
	Disagree	48
Advertisers say anything they like without having to tell the truth	Agree	49
	Disagree	38
I watch the commercials	Often	29
	Seldom	32
I get annoyed when a commercial comes on	Often	34
	Seldom	38

The following paragraphs outline the major areas of television advertising attitudinal differentiation which accompany specific responses to each of the above key statements. Table 14 then presents detailed level of agreement and frequency level data across all television advertising issues according to response to these four key statements.

Canadians who hold opinions as to whether or not advertising should be allowed on television proportionately more often hold strongly differentiated attitudes regarding certain other television advertising issues. Specific issues which bear the strongest relationship to this area include attitudes towards the economic necessity of advertising on television, the issues of public tax money or the viewer paying for television programming rather than having it paid for through the presence of commercials, and the strength of opinion towards the acceptability of specific types of television commercials.

Several other issues show marked differentiation in terms of opinion regarding whether or not advertising should be allowed on television, but tend to be equally differentiated on other key statements. Some of these issues centre around the integrity of commercials, images of people which are unrealistic, and the need for regulations and penalties to enforce this area. Other issues centre around the frequency, number, repetition, and presentation of commercials.

Canadians who hold opinions regarding the truthfulness of television advertising also more often hold distinct opinions regarding how informative commercials ideally should be and actually are, and correlatively, regarding how commercials portray people. They are also differentiated regarding their opinions towards regulations to control misleading and untruthful television advertising, as are those who hold opinions as to whether or not advertising should be allowed on television.

Canadians who differ in the frequency of watching television advertisements also show strong differences across other behavioural measures. They are more differentiated in terms of how frequently they make a point of seeing commercials that they particularly like, how frequently they do other things during commercials, how frequently they change channels during commercials, and how frequently commercials annoy them. They also hold differentiated attitudes towards the benefits and necessity of the relationship between advertising and television, and towards how television advertising portrays people.

Canadians who become annoyed with television commercials more or less frequently than average also have more strongly differentiated attitudes regarding a number of other television advertising issues. They are more often differentiated in terms of response to the frequency, number, and method of presentation of commercials. Their attitudes towards how television advertising portrays people is also markedly varied.

ATTITUDES TOWARDS TELEVISION ADVERTISING

BY RESPONSE TO KEY TELEVISION ADVERTISING STATEMENTS

	There should be no advertising at all on television		Advertisers say anything they like without having to tell the truth	
	<u>Agree</u>	<u>Disagree</u>	<u>Agree</u>	<u>Disagree</u>
<u>Relationship of Advertising to Television:</u>				
Advertising on television is necessary because it pays for the programs we get on television	4.0	4.4	4.2	4.3
Television programs that are sponsored by advertising are usually better than those which have no advertising	2.8	3.1	3.1	2.9
Television stations that show a lot of commercials have better programs	2.5	2.8	2.8	2.6
T.V. stations supported by public tax money do a better job of informing the public than those which have advertising on them	3.4	3.1	3.3	3.1
We couldn't get the programs we want on television without advertising	3.4	4.0	3.7	3.7
It is difficult to imagine watch- ing television without any commer- cial breaks	3.0	3.3	3.3	3.0
There should be at least one channel on which there is no advertising	4.6	3.7	4.2	4.0
There should be no advertising at all on television	4.5	1.6	3.1	2.6
I'd rather pay money to watch good programs than have to put up with all the advertising on television	3.8	2.8	3.4	3.1

	There should be no advertising at all on television		Advertisers say anything they like without having to tell the truth	
	<u>Agree</u>	<u>Disagree</u>	<u>Agree</u>	<u>Disagree</u>
<u>Frequency and Number of Advertisements on Television:</u>				
There are far too many commercials on television most of the time	4.7	4.2	4.5	4.3
I would not be upset if there were twice as many commercials on television as there are now	1.6	1.5	1.6	1.5
It is annoying to see three commer- cials in each half hour of program- ing	4.6	3.9	4.4	4.0
Four commercials in a row are too many	4.8	4.6	4.8	4.5
It is annoying to see five or six commercials all in a row	4.8	4.7	4.7	4.7
<u>Placement of Commercials Within Television Programming:</u>				
The commercial breaks make it difficult to follow the program you are watching on television	4.1	3.2	3.8	3.4
Commercials on television interrupt the program at the worst possible time	4.7	4.2	4.5	4.3
I find the commercial breaks useful because they allow me to do other things	3.2	3.5	3.4	3.4
I prefer watching programs where commercials are shown only at the beginning and at the end	4.7	4.4	4.6	4.5
I don't like the way the commer- cials which are shown together jump around from one thing to another	3.9	3.5	3.8	3.5
I would rather see a small number of longer commercials than a lot of short ones	4.1	3.9	4.1	3.8

	There should be no advertising at all on television		Advertisers say anything they like without having to tell the truth	
	<u>Agree</u>	<u>Disagree</u>	<u>Agree</u>	<u>Disagree</u>
<u>Manner of Presentation of Television Advertising:</u>				
I hate seeing the same commercial over and over again	4.8	4.5	4.7	4.5
Some commercials are really irritating because they turn up the sound	4.5	4.2	4.5	4.2
I hate it when the announcer in the commercial sounds loud and excited	4.4	4.0	4.3	4.1
A commercial should be shown in the language of those viewing it... not dubbed or translated	4.2	4.0	4.2	3.9
<u>Types of Television Advertising:</u>				
Some television advertising on children's programs is really unfair to parents	4.2	3.9	4.2	3.9
Advertisers should not be allowed to use well-known celebrities to sell their products on television	3.5	3.0	3.5	3.0
I don't like the way some adver- tisers tell you that you can have the good life if only you would use their product	4.2	4.0	4.2	4.0
A comparison of different brands should be allowed in television commercials	3.5	3.5	3.5	3.5
Television stations should not be allowed to show commercials for things like undergarments or personal hygiene products	3.3	2.8	3.2	2.8
Advertising for other programs is just as annoying as advertising for products	3.6	3.0	3.5	3.0
Promotions that tell you what programs are going to be on later are just as annoying as the commercials	3.3	2.8	3.2	2.9

	There should be no advertising at all on television		Advertisers say anything they like without having to tell the truth	
	<u>Agree</u>	<u>Disagree</u>	<u>Agree</u>	<u>Disagree</u>
<u>The Informational and Entertainment Roles of Television Advertising:</u>				
It is more important for television commercials to be informative than entertaining	4.2	4.1	4.3	3.9
The best commercials are the ones which give you information without any gimmicks	4.3	4.3	4.4	4.2
Television commercials rarely tell you anything useful about the product which is being advertised	3.9	3.2	3.7	3.2
Advertising is suited to television because both the commercials and the programs have nothing to do with my everyday life	3.2	3.1	3.3	2.9
The best commercials are those which are the most entertaining	3.6	3.6	3.6	3.5
Some television commercials are more entertaining than most of the programs I watch	2.8	2.8	2.8	2.7
<u>Images which Television Advertising Creates:</u>				
A lot of television commercials are insulting to men	3.4	3.0	3.3	3.0
A lot of television advertisements are insulting to women	4.0	3.5	3.9	3.5
Most commercials for products like household cleaners suggest that housewives have no common sense	4.0	3.6	4.0	3.6
Television commercials don't show people the way they really are	4.6	4.1	4.4	4.2
If television commercials were completely realistic, nobody would want to watch them	3.3	3.1	3.3	3.1

	There should be no advertising at all on television		Advertisers say anything they like without having to tell the truth	
	<u>Agree</u>	<u>Disagree</u>	<u>Agree</u>	<u>Disagree</u>
<u>Integrity of Television Advertising:</u>				
Advertisers can say or show almost anything they like on television commercials without having to tell the truth	3.5	2.9	4.5	1.5
Advertisers should have the right to show the public their products in any way they want	2.4	2.6	2.5	2.4
Television programs such as Market Place (Fr. Consommateurs Avertis) tell you the truth about advertised products	4.2	4.1	4.2	4.2
Advertisements put out by the government are more believable	3.3	3.2	3.3	3.2
<u>Regulation of Truth in Television Advertising:</u>				
The government or the television stations should check all commercials to make sure that what they are saying is really true	4.7	4.6	4.6	4.6
It is up to the government to ensure that advertisers can prove everything they say in television commercials	4.5	4.3	4.5	4.4
The government should prosecute any advertisers who mislead the public	4.7	4.6	4.6	4.6
Any advertiser misleading the public should not be allowed to show any commercials for a period of time	4.7	4.4	4.6	4.4
Any advertiser that misleads the public should be required to go on television again and tell the truth	4.6	4.4	4.6	4.4

TABLE 14 (CONTINUED)

	There should be no advertising at all on television		Advertisers say anything they like without having to tell the truth	
	<u>Agree</u>	<u>Disagree</u>	<u>Agree</u>	<u>Disagree</u>
<u>Canadian Content in Television Advertising:</u>				
If the quality was the same, I would prefer to see a Canadian commercial rather than an American commercial	4.3	4.2	4.3	4.2
I would prefer to see a commercial for Canadian products rather than American products	4.3	4.2	4.4	4.1
<u>Personal Response to Television Advertising:</u>				
I leave the room to get something when a commercial comes on	3.8	3.7	3.7	3.8
I flip the dial to see what's on the other channels when a commercial comes on	2.9	2.8	2.9	2.8
I get annoyed when a commercial comes on	3.2	2.8	3.0	2.9
I do something else until the commercial break is over	3.7	3.5	3.6	3.6
I watch the commercials	2.8	3.1	2.9	3.1
I make a point of seeing a commercial that I like	2.4	2.5	2.4	2.6

TABLE 14 (CONTINUED)

	<u>I watch the commercials</u>		<u>I get annoyed when a commercial comes on</u>	
	<u>Often</u>	<u>Seldom/ Never</u>	<u>Often</u>	<u>Seldom/ Never</u>
<u>Relationship of Advertising to Television:</u>				
Advertising on television is necessary because it pays for the programs we get on television	4.3	4.1	4.1	4.3
Television programs that are sponsored by advertising are usually better than those which have no advertising	3.0	2.8	2.9	3.1
Television stations that show a lot of commercials have better programs	2.8	2.5	2.6	2.8
T.V. stations supported by public tax money do a better job of informing the public than those which have advertising on them	3.1	3.3	3.2	3.2
We couldn't get the programs we want on television without adver- tising	3.8	3.5	3.6	3.8
It is difficult to imagine watch- ing television without any commer- cial breaks	3.3	3.0	3.1	3.3
There should be at least one channel on which there is no advertising	3.8	4.3	4.4	3.8
There should be no advertising at all on television	2.6	3.2	3.2	2.7
I'd rather pay money to watch good programs than have to put up with all the advertising on television	2.9	3.5	3.5	2.9

	<u>I watch the commercials</u>		<u>I get annoyed when a commercial comes on</u>	
	<u>Often</u>	<u>Seldom/ Never</u>	<u>Often</u>	<u>Seldom/ Never</u>
<u>Frequency and Number of Advertisements on Television:</u>				
There are far too many commercials on television most of the time	4.2	4.6	4.7	4.2
I would not be upset if there were twice as many commercials on tele- vision as there are now	1.6	1.5	1.5	1.7
It is annoying to see three commer- cials in each half hour of program- ming	3.9	4.5	4.5	4.0
Four commercials in a row are too many	4.6	4.7	4.8	4.6
It is annoying to see five or six commercials all in a row	4.6	4.8	4.8	4.6
<u>Placement of Commercials Within Television Programming:</u>				
The commercial breaks make it difficult to follow the program you are watching on television	3.3	3.8	3.9	3.3
Commercials on television inter- rupt the program at the worst possible time	4.2	4.6	4.6	4.2
I find the commercial breaks use- ful because they allow me to do other things	3.2	3.4	3.3	3.4
I prefer watching programs where commercials are shown only at the beginning and at the end	4.4	4.7	4.7	4.4
I don't like the way the commer- cials which are shown together jump around from one thing to another	3.5	3.7	3.9	3.5
I would rather see a small number of longer commercials than a lot of short ones	3.9	4.0	4.0	3.9

	<u>I watch the commercials</u>		<u>I get annoyed when a commercial comes on</u>	
	<u>Often</u>	<u>Seldom/ Never</u>	<u>Often</u>	<u>Seldom/ Never</u>
<u>Manner of Presentation of Television Advertising:</u>				
I hate seeing the same commercial over and over again	4.4	4.7	4.8	4.4
Some commercials are really irritating because they turn up the sound	4.2	4.5	4.5	4.2
I hate it when the announcer in the commercial sounds loud and excited	4.0	4.3	4.4	4.0
A commercial should be shown in the language of those viewing it... not dubbed or translated	4.0	4.1	4.1	4.0
<u>Types of Television Advertising:</u>				
Some television advertising on children's programs is really unfair to parents	3.8	4.2	4.2	3.8
Advertisers should not be allowed to use well-known celebrities to sell their products on television	3.0	3.4	3.4	3.1
I don't like the way some advertisers tell you that you can have the good life if only you would use their product	3.9	4.1	4.2	3.9
A comparison of different brands should be allowed in television commercials	3.6	3.5	3.5	3.5
Television stations should not be allowed to show commercials for things like undergarments or personal hygiene products	2.9	3.2	3.2	3.0
Advertising for other programs is just as annoying as advertising for products	3.0	3.5	3.6	3.1
Promotions that tell you what programs are going to be on later are just as annoying as the commercials	2.9	3.2	3.3	2.9

TABLE 14 (CONTINUED)

	<u>I watch the commercials</u>		<u>I get annoyed when a commercial comes on</u>	
	<u>Often</u>	<u>Seldom/ Never</u>	<u>Often</u>	<u>Seldom/ Never</u>
<u>The Informational and Entertainment Roles of Television Advertising:</u>				
It is more important for television commercials to be informative than entertaining	4.0	4.2	4.2	4.1
The best commercials are the ones which give you information without any gimmicks	4.1	4.3	4.3	4.2
Television commercials rarely tell you anything useful about the product which is being advertised	3.2	3.7	3.7	3.3
Advertising is suited to television because both the commercials and the programs have nothing to do with my everyday life	3.2	3.2	3.1	3.3
The best commercials are those which are the most entertaining	3.6	3.5	3.6	3.6
Some television commercials are more entertaining than most of the programs I watch	2.9	2.6	2.8	2.8
<u>Images which Television Advertising Creates:</u>				
A lot of television commercials are insulting to men	3.0	3.3	3.5	2.9
A lot of television advertisements are insulting to women	3.5	3.9	4.0	3.4
Most commercials for products like household cleaners suggest that housewives have no common sense	3.5	3.9	4.0	3.5
Television commercials don't show people the way they really are	4.1	4.4	4.5	4.1
If television commercials were completely realistic, nobody would want to watch them	3.2	3.2	3.2	3.2

TABLE 14 (CONTINUED)

	<u>I watch the commercials</u>		<u>I get annoyed when a commercial comes on</u>	
	<u>Often</u>	<u>Seldom/ Never</u>	<u>Often</u>	<u>Seldom/ Never</u>
<u>Integrity of Television Advertising</u>				
Advertisers can say or show almost anything they like on television commercials without having to tell the truth	3.0	3.4	3.3	3.1
Advertisers should have the right to show the public their products in any way they want	2.7	2.4	2.4	2.7
Television programs such as Market Place (Fr. Consommateurs Avertis) tell you the truth about advertised products	4.1	4.1	4.2	4.2
Advertisements put out by the government are more believable	3.3	3.2	3.3	3.3
<u>Regulation of Truth in Television Advertising:</u>				
The government or the television stations should check all commercials to make sure that what they are saying is really true	4.5	4.6	4.7	4.5
It is up to the government to ensure that advertisers can prove everything they say in television commercials	4.3	4.4	4.5	4.4
The government should prosecute any advertisers who mislead the public	4.5	4.7	4.7	4.5
Any advertiser misleading the public should not be allowed to show any commercials for a period of time	4.4	4.6	4.6	4.4
Any advertiser that misleads the public should be required to go on television again and tell the truth	4.4	4.6	4.6	4.5

TABLE 14 (CONTINUED)

	<u>I watch the commercials</u>		<u>I get annoyed when a commercial comes on</u>	
	<u>Often</u>	<u>Seldom/ Never</u>	<u>Often</u>	<u>Seldom/ Never</u>
<u>Canadian Content in Television Advertising:</u>				
If the quality was the same, I would prefer to see a Canadian commercial rather than an American commercial	4.3	4.2	4.3	4.2
I would prefer to see a commercial for Canadian products rather than American products	4.2	4.2	4.2	4.2
<u>Personal Response to Television Advertising:</u>				
I leave the room to get something when a commercial comes on	3.3	3.9	4.0	3.5
I flip the dial to see what's on the other channels when a commercial comes on	2.7	3.0	3.1	2.7
I get annoyed when a commercial comes on	2.5	3.4	4.5	1.5
I do something else until the commercial break is over	3.1	3.9	3.9	3.3
I watch the commercials	4.2	1.8	2.7	2.7
I make a point of seeing a commercial that I like	2.8	2.0	2.3	2.6

XIV. Relationships Between Advertising Attitude Dispositions And Television Attitude Dispositions, And Attitudes Towards Television Advertising

This section examines differences in attitudes towards various television advertising issues which occur between the advertising and television attitude dispositions which were developed in Section VI of Part Four (see page 103) and Section VI of Part Five, (see page 139) of this report. These dispositions are also repeated in Table 15 and 16 below to indicate the main attitudinal dispositions found and their relative sizes.

TABLE 15

ADVERTISING ATTITUDE DISPOSITIONS

<u>Disposition</u>	<u>Defining Criteria</u>	<u>Total Canadians</u>
		3059
		%
Advertising Favourers	agree that "advertising helps to raise our standard of living"	38
Advertising Rejecters	disagree that "advertising helps to raise our standard of living"	38

TABLE 16

TELEVISION ATTITUDE DISPOSITIONS

<u>Disposition</u>	<u>Defining Criteria</u>	<u>Total Canadians</u>
		3059
		%
Television Rejecters	agree that "most television shows are boring" and disagree that "watching television is the best way to relax"	14
Involved Television Accepters	agree that "watching television is the best way to relax" and disagree that "most television shows are boring" and agree that they "really get involved with the characters in some television programs"	16
Detached Television Accepters	agree that "watching television is the best way to relax" and disagree that "most television shows are boring" and disagree that they "really get involved with the characters in some television programs"	13

The degree of support which Canadians display towards advertising generally and towards television as a medium have previously been shown to be positively correlated. Thus it is not surprising that further relationships now appear when each of the two component attitudinal areas are related to the umbrella area of attitudes towards advertising on television. Canadians who have previously been identified as holding negative attitudes both towards advertising generally and towards television as a medium now appear to also be proportionately more critical of advertising on television.

Attitudes towards advertising and towards television appear to be most strongly related to attitudes towards television advertising in several specific areas: the necessity and benefits of the existing relationship between advertising and television; the discontinuity and irritation commercials produce; the acceptability of various types of commercials; the images of people which commercials create; and the regulation of truth in commercials.

The least interdependence between the three attitudinal areas occurs regarding issues surrounding the perceived discontinuity of commercials placed together, the placing of commercials at the ends of a program, the integrity and regulation of advertising, and the Canadian content issue.

The remainder of this section discusses differences in attitudes across the various television advertising issues first for the advertising dispositions and then for the television dispositions. This is followed by level of agreement and frequency level data for advertising dispositions and television dispositions respectively in Tables 17 and 18.

Canadians who display a favourable disposition towards advertising as an economic and commercial activity also tend to display more positive attitudes towards various television advertising issues than do the 'advertising rejecters'.

The 'advertising favourers' much more strongly believe that advertising is necessary to the economic survival of television and that commercials support better programming. As would be expected, they also less often advocate the removal of commercials from television. The 'advertising rejecters' more often express irritation regarding the quantity, presentation, and interruptiveness of television commercials. They also more often believe that commercials do not project realistic images of people, and in particular, that commercials degrade both men and women. They somewhat more often believe that the informative rather than the entertainment role of commercials is most important, but their negative disposition is further reinforced since they proportionately less often perceive advertising to indeed be informative. Nonetheless, the 'advertising rejecters' somewhat less often rationalize that if commercials were completely realistic nobody would want to watch them.

Interestingly the two groups of Canadians which can be identified according to their overall disposition towards advertising do not hold differing attitudes towards the perceived integrity of television commercials or differing interest in methods of regulating television advertisers. In this attitudinal area differences only occur in terms of the perceived overall necessity of controls per se. The 'advertising accepters' more often than the 'advertising rejecters' agree that television advertisers should have freedom of expression in their commercials. They are also somewhat accepting of the various different types of television advertising.

The 'advertising accepters' even display their accepting disposition behaviourally. They more often find a commercial break useful in the sense that it allows them to do other things and they more often indicate that they watch commercials, particularly favourite ones. Conversely the 'advertising rejecters' proportionately more often become annoyed with commercials and they are the ones who more often indicate that they do other things until a commercial break is over.

Canadians who display a negative disposition towards television as a medium also display more negative attitudes towards various television advertising issues than do the 'television accepters'. In turn, the 'involved television accepters' appear to be even somewhat more accepting of television than are the 'detached television accepters'.

Regarding the economic relationship of advertising to television, 'television rejecters' least often perceive it to be necessary. Correlatively, they most often advocate the removal of commercials from television. They more often agree that commercial breaks disrupt television programs, and that commercials rarely provide useful product information. They are more judgemental and restrictive regarding television commercial types, and they also least desire and perceive commercials to be entertaining. In view of these attitudes, it is understandable that 'television rejecters' also least often agree that advertisers should have the right to show the public their product in any way they want. They also least often indicate that the commercial breaks are useful in the sense of allowing one to do other things. Rather, their actual reaction when a commercial comes on the television proportionately more often is to become annoyed and certainly least often involves watching favoured commercials much less watching any commercials.

The 'involved television accepters' are slightly more supportive of the economic necessity of television advertising to provide the programs than are the 'detached television accepters'. They also most often find commercial breaks to be useful because they allow one to do other things. Their strong acceptance of commercials even extends to much more often watching favourite commercials and all commercials generally, and they least often get annoyed when a commercial comes on the television.

The 'detached television accepters' are distinguished as being a more moderate group in terms of attitudes towards the various television advertising issues, but nonetheless they are relatively accepting of all television advertising issues.

TABLE 17
ATTITUDES TOWARDS TELEVISION ADVERTISING
BY ADVERTISING ATTITUDE DISPOSITIONS

	<u>Advertising Favourers</u>	<u>Advertising Rejecters</u>
<u>Relationship of Advertising to Television:</u>		
Advertising on television is necessary because it pays for the programs we get on television	4.5	4.0
Television programs that are sponsored by advertising are usually better than those which have no advertising	3.2	2.8
Television stations that show a lot of commercials have better programs	3.0	2.4
T.V. stations supported by public tax money do a better job of informing the public than those which have advertising on them	3.3	3.2
We couldn't get the programs we want on television without advertising	4.0	3.5
It is difficult to imagine watching television without any commercial breaks	3.4	3.0
There should be at least one channel on which there is no advertising	4.0	4.2
There should be no advertising at all on television	2.6	3.1
I'd rather pay money to watch good programs than have to put up with all the advertising on television	3.2	3.3

TABLE 17 (CONTINUED)

	<u>Advertising Favourers</u>	<u>Advertising Rejecters</u>
<u>Frequency and Number of Advertisements on Television:</u>		
There are far too many commercials on television most of the time	4.3	4.5
I would not be upset if there were twice as many commercials on television as there are now	1.6	1.5
It is annoying to see three commercials in each half hour of programming	4.2	4.2
Four commercials in a row are too many	4.6	4.7
It is annoying when they show as many as five or six commercials all in a row	4.7	4.7
<u>Placement of Commercials Within Television:</u>		
The commercial breaks make it difficult to follow the program you are watching on television	3.5	3.7
Commercials on television interrupt the program at the worst possible time	4.3	4.5
I find the commercial breaks useful because they allow me to do other things	3.6	3.1
I prefer watching programs where commer- cials are shown only at the beginning and at the end	4.5	4.6
I don't like the way the commercials which are shown together jump around from one thing to another	3.7	3.6
I would rather see a small number of longer commercials than a lot of short ones	4.0	4.0

TABLE 17 (CONTINUED)

	Advertising Favourers	Advertising Rejecters
<u>Manner of Presentation of Television Advertising:</u>		
I hate seeing the same commercial over and over again	4.5	4.6
Some commercials are really irritating because they turn up the sound	4.3	4.4
I hate it when the announcer in the commercial sounds loud and excited	4.1	4.3
A commercial should be shown in the language of those viewing it not dubbed or translated	4.1	4.1
<u>Types of Television Advertising:</u>		
Some television advertising on children's programs is really unfair to parents	4.0	4.1
Advertisers should not be allowed to use well-known celebrities to sell their products on television	3.1	3.4
I don't like the way some advertisers tell you that you can have the good life if only you would use their product	4.0	4.1
A comparison of different brands should be allowed in television commercials	3.7	3.4
Television stations should not be allowed to show commercials for things like undergarments or personal hygiene products	3.0	3.1
Advertising for other programs is just as annoying as advertising for products	3.3	3.3
Promotions that tell you what programs are going to be on later are just as annoying as the commercials	3.0	3.2

TABLE 17 (CONTINUED)

	<u>Advertising Favourers</u>	<u>Advertising Rejecters</u>
<u>The Informational and Entertainment Roles of Television Advertising:</u>		
It is more important for television commercials to be informative than entertaining	4.1	4.2
The best commercials are the ones which give you information without any gimmicks	4.3	4.3
Television commercials rarely tell you anything useful about the product which is being advertised	3.4	3.6
Advertising is suited to television because both the commercials and the programs have nothing to do with my everyday life	3.3	3.1
The best commercials are those which are the most entertaining	3.6	3.5
Some television commercials are more entertaining than most of the programs I watch	2.9	2.6
<u>Images which Television Advertising Creates:</u>		
A lot of television commercials are insulting to men	3.1	3.2
A lot of television advertisements are insulting to women	3.6	3.7
Most commercials for products like household cleaners suggest that housewives have no common sense	3.7	3.9
Television commercials don't show people the way they really are	4.2	4.4
If television commercials were completely realistic, nobody would want to watch them	3.3	3.1

TABLE 17 (CONTINUED)

	<u>Advertising Favourers</u>	<u>Advertising Rejecters</u>
<u>Integrity of Television Advertising:</u>		
Advertisers can say or show almost anything they like on television commercials without having to tell the truth	3.2	3.2
Advertisers should have the right to show the public their products in any way they want	2.8	2.3
Television programs such as Market Place (Fr. Consommateurs Avertis) tell you the truth about advertised products	4.2	4.2
Advertisements put out by the government are more believable	3.4	3.1
<u>Regulation of Truth in Television Advertising:</u>		
The government or the television stations should check all commercials to make sure that what they are saying is really true	4.6	4.6
It is up to the government to ensure that advertisers can prove everything they say in television commercials	4.4	4.4
The government should prosecute any advertisers who mislead the public	4.6	4.6
Any advertiser misleading the public should not be allowed to show any commercials for a period of time	4.4	4.6
Any advertiser that misleads the public should be required to go on television again and tell the truth	4.5	4.5
<u>Canadian Content in Television Advertising:</u>		
If the quality was the same, I would prefer to see a Canadian commercial rather than an American commercial	4.3	4.2

TABLE 17 (CONTINUED)

	Advertising Favourers	Advertising Rejecters
I would prefer to see a commercial for Canadian products rather than American products	4.3	4.3
<u>Personal Response to Television Advertising:</u>		
I leave the room to get something when a commercial comes on	3.7	3.7
I flip the dial to see what's on the other channels when a commercial comes on	2.9	2.8
I get annoyed when a commercial comes on	2.9	3.0
I do something else until the commercial break is over	3.5	3.6
I watch the commercials	3.0	2.9
I make a point of seeing a commercial that I like	2.6	2.4

TABLE 18
ATTITUDES TOWARDS TELEVISION ADVERTISING
BY TELEVISION ATTITUDE DISPOSITIONS

<u>Relationship of Advertising to Television:</u>	<u>Television Rejecters</u>	<u>Involved Television Accepters</u>	<u>Detached Television Accepters</u>
Advertising on television is necessary because it pays for the programs we get on television	4.0	4.4	4.3
Television programs that are sponsored by advertising are usually better than those which have no advertising	2.7	3.3	3.1
Television stations that show a lot of commercials have better programs	2.4	2.9	2.8
T.V. stations supported by public tax money do a better job of informing the public than those which have advertising on them	3.4	3.2	3.0
We couldn't get the programs we want on television without advertising	3.6	3.9	3.8
It is difficult to imagine watching television without any commercial breaks	3.0	3.4	3.2
There should be at least one channel on which there is no advertising	4.2	4.0	4.0
There should be no advertising at all on television	3.1	2.7	2.7
I'd rather pay money to watch good programs than have to put up with all the advertising on television	3.5	3.1	3.0

TABLE 18 (CONTINUED)

	<u>Television Rejecters</u>	<u>Involved Television Accepters</u>	<u>Detached Television Accepters</u>
<u>Frequency and Number of Advertisements on Television:</u>			
There are far too many commercials on television most of the time	4.5	4.4	4.4
I would not be upset if there were twice as many commercials on television as there are now	1.6	1.5	1.5
It is annoying to see three commercials in each half hour of programming	4.1	4.2	4.1
Four commercials in a row are too many	4.7	4.7	4.5
It is annoying when they show as many as five or six commercials all in a row	4.7	4.8	4.7
<u>Placement of Commercials Within Television:</u>			
The commercial breaks make it difficult to follow the program you are watching on television	3.7	3.5	3.5
Commercials on television interrupt the program at the worst possible time	4.4	4.5	4.4
I find the commercial breaks useful because they allow me to do other things	3.1	3.5	3.3
I prefer watching programs where commercials are shown only at the beginning and at the end	4.6	4.5	4.5
I don't like the way the commercials which are shown together jump around from one thing to another	3.8	3.7	3.7
I would rather see a small number of longer commercials than a lot of short ones	3.9	4.0	4.0

TABLE 18 (CONTINUED)

	<u>Television Rejecters</u>	<u>Involved Television Accepters</u>	<u>Detached Television Accepters</u>
<u>Manner of Presentation of Television Advertising:</u>			
I hate seeing the same commercial over and over again	4.7	4.6	4.6
Some commercials are really irritating because they turn up the sound	4.4	4.2	4.4
I hate it when the announcer in the commercial sounds loud and excited	4.3	4.0	4.2
A commercial should be shown in the language of those viewing it not dubbed or translated	4.1	4.2	4.2
<u>Types of Television Advertising:</u>			
Some television advertising on children's programs is really unfair to parents	4.2	3.8	4.1
Advertisers should not be allowed to use well-known celebrities to sell their products on television	3.4	3.1	3.1
I don't like the way some advertisers tell you that you can have the good life if only you would use their product	4.2	3.9	3.9
A comparison of different brands should be allowed in television commercials	3.4	3.6	3.7
Television stations should not be allowed to show commercials for things like undergarments or personal hygiene products	3.0	2.9	3.0
Advertising for other programs is just as annoying as advertising for products	3.5	3.1	3.2
Promotions that tell you what programs are going to be on later are just as annoying as the commercials	3.3	2.8	3.0

TABLE 18 (CONTINUED)

	<u>Television Rejecters</u>	<u>Involved Television Accepters</u>	<u>Detached Television Accepters</u>
<u>The Informational and Entertainment Roles of Television Advertising:</u>			
It is more important for television commercials to be informative than entertaining	4.2	4.1	4.1
The best commercials are the ones which give you information without any gimmicks	4.3	4.3	4.3
Television commercials rarely tell you anything useful about the product which is being advertised	3.7	3.3	3.4
Advertising is suited to television because both the commercials and the programs have nothing to do with my everyday life	3.2	3.2	3.3
The best commercials are those which are the most entertaining	3.3	3.8	3.6
Some television commercials are more entertaining than most of the programs I watch	2.9	2.7	2.4
<u>Images which Television Advertising Creates:</u>			
A lot of television commercials are insulting to men	3.5	3.0	2.9
A lot of television advertisements are insulting to women	4.0	3.4	3.5
Most commercials for products like household cleaners suggest that housewives have no common sense	4.1	3.5	3.6
Television commercials don't show people the way they really are	4.5	4.2	4.2
If television commercials were completely realistic, nobody would want to watch them	3.0	3.2	3.1

TABLE 18 (CONTINUED)

	<u>Television Rejecters</u>	<u>Involved Television Accepters</u>	<u>Detached Television Accepters</u>
<u>Integrity of Television Advertising:</u>			
Advertisers can say or show almost anything they like on television commercials without having to tell the truth	3.2	3.2	3.2
Advertisers should have the right to show the public their products in any way they want	2.1	2.8	2.7
Television programs such as Market Place (Fr. Consommateurs Avertis) tell you the truth about advertised products	4.1	4.2	4.2
Advertisements put out by the government are more believable	3.3	3.4	3.1
<u>Regulation of Truth in Television Advertising:</u>			
The government or the television stations should check all commercials to make sure that what they are saying is really true	4.6	4.6	4.6
It is up to the government to ensure that advertisers can prove everything they say in television commercials	4.4	4.4	4.4
The government should prosecute any advertisers who mislead the public	4.6	4.6	4.6
Any advertiser misleading the public should not be allowed to show any commercials for a period of time	4.6	4.5	4.6
Any advertiser that misleads the public should be required to go on television again and tell the truth	4.5	4.6	4.5

TABLE 18 (CONTINUED)

	<u>Television Rejecters</u>	<u>Involved Television Accepters</u>	<u>Detached Television Accepters</u>
<u>Canadian Content in Television Advertising:</u>			
I would prefer to see a commercial for Canadian products rather than American products	4.3	4.3	4.2
If the quality was the same, I would prefer to see a Canadian commercial rather than an American commercial	4.3	4.3	4.3
<u>Personal Response to Television Advertising:</u>			
I leave the room to get something when a commercial comes on	3.6	3.7	3.7
I flip the dial to see what's on the other channels when a commercial comes on	2.6	2.9	2.9
I get annoyed when a commercial comes on	3.3	2.8	2.7
I do something else until the commercial break is over	3.6	3.6	3.4
I watch the commercials	2.7	3.3	3.0
I make a point in seeing a commercial I like	2.1	2.7	2.4

PART SEVEN

COMPLAINTS BY TELEVISION
VIEWERS

COMPLAINTS BY TELEVISION VIEWERS

This part of the report examines the extent to which those who effectively complain about something seen on television are typical of Canadians generally.

The first section of this part of the report examines differences in attitudes towards advertising, television, and television advertising held by complainers compared to the Canadian population generally. Next demographic usage differences and media usage differences between complainers and the population generally are examined. Finally, the third section reviews channels of grievance actually used by those who complained about something seen on television, and channels of grievance which the Canadian population generally is aware of.

Complainers are defined as being those individuals who have ever effectively complained about something seen on television. To be an effective complaint it had to have been directed to at least one of the following: television station, advertiser, Canadian Radio Television Commission, Ombudsman, Box "99", other government office, Action Line consumer show, and newspaper. In actual fact, very few Canadians, about one out of twenty, have lodged effectively directed complaints about television.

I. Attitudes of Canadians Towards Advertising, Television, And Television Advertising

Differences in attitudes held by complainers compared to Canadians generally towards advertising, television, and television advertising are discussed in this section. The discussion of findings is followed by Tables 1, 2, and 3 which present levels of agreement and frequency levels for each issue within the three attitudinal areas.

Attitudes towards various advertising issues appear remarkably similar for complainers as compared to Canadians generally. No discernible difference occurs even based on the defining criteria which was previously shown to distinguish the 'advertising acceptor' disposition from the 'advertising rejecter' disposition ("advertising helps to raise our standard of living"). However, complainers do somewhat more often agree that advertising makes products more expensive and causes people to purchase unnecessarily.

Complainers clearly hold more negative attitudes towards various television issues than do Canadians generally. This difference is particularly evident based on the defining criteria which were previously used to distinguish the 'television rejecter' disposition from the 'television acceptor' disposition ("most television shows are boring" and "watching television is the best way to relax"). Complainers particularly more often believe that television is both socially inappropriate and detrimental to social interaction. As well, they more strongly believe that television's effect upon children is also detrimental. Complainers more negative attitudes also manifest themselves behaviourally. As well as less

often considering television to be the best way to relax, complainers less often turn to television for company when home alone and less often reflexively turn to television when without something to do. They are more readily able to discontinue watching annoying programs than are Canadians generally, and as well they more often tend to do other things concurrently with viewing television.

Attitudes of complainers towards television advertising are similar to attitudes held by Canadians generally regarding some issue areas, but differ in other issue areas. No discernible individual attitudinal differences occur regarding Canadian content in television advertising, the integrity and regulation of television advertising, the informational and entertainment roles of television advertising, and the frequency, number, presentation, and placement of television advertising. However, all of these areas collectively indicate slightly negative attitudes towards television advertising, except regulation integrity and Canadian content which remain neutral. Complainers' attitudes towards the relationship between advertising and television are clearly more negative than are those of Canadians generally. As well as less often agreeing that advertising supports television programming, they more often advocate its removal from television. Complainers are most strongly differentiated from Canadians generally in that they considerably more often believe that television advertising portrays men and women negatively. They are also differentiated behaviourally in that they are more inclined to get annoyed when a commercial comes on, they are more inclined to do something else until the commercial is over, and they are less likely to watch the commercials at all.

TABLE 1

ATTITUDES OF COMPLAINERS TOWARDS ADVERTISING

	<u>Total Canadians</u>	<u>Complainers</u>
<u>Economic Role of Advertising:</u>		
Advertising is necessary to our economy	3.8	3.7
Advertising helps to raise our standard of living	2.9	2.8
Advertising makes products more expensive	4.2	4.5
Advertising makes people spend their money on things they really don't need	4.0	4.3
<u>Communication Role of Advertising:</u>		
Good products don't have to be advertised very much	4.2	4.3
Advertising tells us about new products that are out on the market	4.4	4.3
A lot of things that advertisements tell you are new are just the same old things	4.0	4.3
<u>Integrity of Advertising:</u>		
I think most people realize that advertisements only tell you about the things that advertisers want you to hear	4.4	4.4
You can't believe most of the things they tell you in advertisements	3.9	4.1
I don't believe what they say in advertisements where they compare different brands	3.8	3.9

TABLE 1 (CONTINUED)

	<u>Total Canadians</u>	<u>Complainers</u>
<u>Personal Response to Advertising:</u>		
I often buy products which I see advertised	2.6	2.6
Advertising of children's products helps me decide what presents to buy them	2.4	2.3
Children are easily influenced by advertising	4.6	4.7
I enjoy advertisements where one company tells you why its product is better than its competitor's brands	2.7	2.9
Most advertising is an insult to one's intelligence	3.6	3.8

TABLE 2

ATTITUDES OF COMPLAINERS TOWARDS ADVERTISING

	<u>Total Canadians</u>	<u>Complainers</u>
<u>Benefits of Television:</u>		
Television is the cheapest form of entertainment for me	4.2	4.1
Watching television is the best way for me to find out what is going on in the world	3.7	3.6
People should not expect as much from television as they do from entertainment they pay for (e.g. movies, theatres)	3.1	2.9
Most television shows are boring	2.9	3.2
Many television programs have too much violence	4.0	4.4
Most American programs are better than most Canadian programs	3.7	3.3
<u>Effect of Television Upon Children:</u>		
Most people don't know what their children are watching on television	3.4	3.9
It isn't good for children to watch too much television	4.2	4.5
The television is a good way to keep children occupied when I have other things to do	3.5	3.3
<u>Television in a Social Context:</u>		
Watching television is a pleasant way for the whole family to spend the evening together at home	3.7	3.5
People no longer talk with each other at home because they spend a lot of time watching television	3.3	3.7

TABLE 2 (CONTINUED)

	<u>Total Canadians</u>	<u>Complainers</u>
There are too many people who are slaves to the television set	4.2	4.4
I watch television when friends or guests drop in	1.9	1.6
<u>Personal Response to Television:</u>		
I really get involved with the characters in some television programs	2.9	2.8
Watching television is the best way to relax after a hard day	3.5	3.1
The television keeps me company when I'm home alone	3.8	3.6
I don't know what else to do so I watch television	2.7	2.5
I do other things at the same time as I watch television	3.0	3.3
I feel guilty because I watch television when I should be doing something else	2.2	2.2
I turn off the T.V. whenever I get annoyed with a program	2.9	3.3
I fall asleep while watching television	2.5	2.5
I watch television while I am eating meals	2.3	2.7

TABLE 3
ATTITUDES OF COMPLAINERS TOWARDS TELEVISION ADVERTISING

	<u>Total Canadians</u>	<u>Complainers</u>
<u>Relationship of Advertising to Television:</u>		
Advertising on television is necessary because it pays for the programs we get on television	4.2	4.0
Television programs that are sponsored by advertising are usually better than those which have no advertising	3.0	3.0
Television stations that show a lot of commercials have better programs	2.7	2.6
T.V. stations supported by public tax money do a better job of informing the public than those which have advertising on them	3.2	3.5
We couldn't get the programs we want on television without advertising	3.7	3.4
It is difficult to imagine watching television without any commercial breaks	3.2	3.0
There should be at least one channel on which there is no advertising	4.1	4.3
There should be no advertising at all on television	2.9	3.1
I'd rather pay money to watch good programs than have to put up with all the advertising on television	3.2	3.6

TABLE 3 (CONTINUED)

<u>Frequency and Number of Advertisements on Television:</u>	<u>Total Canadians</u>	<u>Complainers</u>
There are far too many commercials on television most of the time	4.4	4.6
I would not be upset if there were twice as many commercials on tele- vision as there are now	1.6	1.7
It is annoying to see three commer- cials in each half hour of program- ming	4.2	4.3
Four commercials in a row are too many	4.7	4.7
It is annoying when they show as many as five or six commercials all in a row	4.7	4.8
<u>Placement of Commercials Within Television Programming:</u>		
The commercial breaks make it difficult to follow the program you are watching on television	3.6	3.8
Commercials on television inter- rupt the program at the worst possible time	4.4	4.4
I find the commercial breaks useful because they allow me to do other things	3.4	3.3
I prefer watching programs where commercials are shown only at the beginning and at the end	4.6	4.7
I don't like the way the commercials which are shown together jump around from one thing to another	3.6	3.7
I would rather see a small number of longer commercials than a lot of short ones	4.0	3.9

	<u>Total Canadians</u>	<u>Complainers</u>
<u>Manner of Presentation of Television Advertising:</u>		
I hate seeing the same commercial over and over again	4.6	4.7
Some commercials are really irritating because they turn up the sound	4.3	4.5
I hate it when the announcer in the commercial sounds loud and excited	4.2	4.2
A commercial should be shown in the language of those viewing it not dubbed or translated	4.1	4.0
<u>Types of Television Advertising:</u>		
Some television advertising on children's programs is really unfair to parents	4.0	4.1
Advertisers should not be allowed to use well-known celebrities to sell their products on television	3.2	3.3
I don't like the way some advertisers tell you that you can have the good life if only you would use their product	4.0	4.1
A comparison of different brands should be allowed in television commercials	3.5	3.6
Television stations should not be allowed to show commercials for things like undergarments or personal hygiene products	3.1	3.1
Advertising for other programs is just as annoying as adver- tising for products	3.2	3.4
Promotions that tell you what programs are going to be on later are just as annoying as the commercials	3.1	3.2

TABLE 3 (CONTINUED)

	<u>Total Canadians</u>	<u>Complainers</u>
<u>The Informational and Entertainment Roles of Television Advertising:</u>		
It is more important for television commercials to be informative than entertaining	4.1	4.1
The best commercials are the ones which give you information with- out any gimmicks	4.3	4.3
Television commercials rarely tell you anything useful about the product which is being advertised	3.5	3.7
Advertising is suited to television because both the commercials and the programs have nothing to do with my everyday life	3.2	3.3
The best commercials are those which are the most entertaining	3.6	3.3
Some television commercials are more entertaining than most of the programs I watch	2.8	2.9
<u>Images Which Television Advertising Creates:</u>		
A lot of television commercials are insulting to men	3.2	3.5
A lot of television advertisements are insulting to women	3.7	4.0
Most commercials for products like household cleaners suggest that housewives have no common sense	3.8	4.1
Television commercials don't show people the way they really are	4.3	4.4
If television commercials were completely realistic, nobody would want to watch them	3.2	3.3

TABLE 3 (CONTINUED)

	<u>Total Canadians</u>	<u>Complainers</u>
<u>Integrity of Television Advertising:</u>		
Advertisers can say or show almost anything they like on television commercials without having to tell the truth	3.2	3.2
Advertisers should have the right to show the public their products in any way they want	2.5	2.4
Television programs such as Market Place (Fr. Consommateurs Avertis) tell you the truth about advertised products	4.2	4.3
Advertisements put out by the government are more believable	3.3	3.3
<u>Regulation of Truth in Television Advertising:</u>		
The government or the television stations should check all commercials to make sure that what they are saying is really true	4.6	4.5
It is up to the government to ensure that advertisers can prove everything they say in television commercials	4.4	4.3
The government should prosecute any advertisers who mislead the public	4.6	4.6
Any advertiser misleading the public should not be allowed to show any commercials for a period of time	4.5	4.6
Any advertiser that misleads the public should be required to go on television again and tell the truth	4.5	4.7

TABLE 3 (CONTINUED)

	<u>Total Canadians</u>	<u>Complainers</u>
<u>Canadian Content in Television Advertising:</u>		
I would prefer to see a commercial for Canadian products rather than American products	4.2	4.2
If the quality was the same, I would prefer to see a Canadian commercial rather than an American commercial	4.3	4.3
<u>Personal Response to Television Advertising:</u>		
I leave the room to get something when a commercial comes on	3.7	3.8
I flip the dial to see what's on the other channels when a commercial comes on	2.9	2.9
I get annoyed when a commercial comes on	2.9	3.1
I do something else until the commercial break is over	3.6	3.8
I watch the commercials	3.0	2.8
I make a point of seeing a commercial that I like	2.5	2.4

II. Demographic Differences And Media Usage Differences Of Complainers

This section identifies similarities and differences between individuals who have lodged effectively directed complaints about television, and all individuals who have a television in their household, based on their demography and media usage habits.

Effective complaints are lodged by less than five percent of all Canadians. As well, various demographic subgroups of the population do not markedly differ according to how often they complain about television. Both sexes appear to complain equally often. Identifiable differences in complaint action do not occur according to language spoken, occupation, or income, nor do they occur regionally. By age, the 25 to 44 year olds and particularly the 45 to 64 year olds appear to lodge somewhat more complaints. Somewhat more complaints also appear to be lodged by individuals with post secondary education and by those living in major urban areas.

TABLE 4

DEMOGRAPHICS OF COMPLAINERS

	Total Canadians	Language		Sex	
		English	French	Male	Female
Total respondents with television in household	3034	2324	735	1516	1543
	%	%	%	%	%
Complainers	4.6	4.8	3.7	4.4	4.6
Non-complainers	91.8	90.4	92.9	91.1	91.0

TABLE 4 (CONTINUED)

	Age						
	15-17	18-24	25-34	35-44	45-54	55-64	65 and over
Total respondents with television in household	241	538	573	504	449	335	318
	%	%	%	%	%	%	%
Complainers	2.0	2.3	4.4	4.7	7.5	5.8	3.9
Non-complainers	94.3	92.1	91.5	92.2	88.5	89.5	90.9
	Education			Occupation			
	No Secondary	Some/Completed Secondary	Post Secondary	White Collar	Blue Collar	House-wife	
Total respondents with television in household	535	1776	691	658	810	808	
	%	%	%	%	%	%	
Complainers	3.8	4.0	6.5	4.0	4.6	6.5	
Non-complainers	92.5	92.1	88.1	92.3	92.0	89.4	
	Household Income				Population Density		
	Under \$5,000	\$5,000 to \$9,999	\$10,000 to \$19,999	\$20,000 and over	500,000 and over	100,000 to 499,999	99,999 and un
Total respondents with television in household	328	646	1194	499	954	477	162
	%	%	%	%	%	%	%
Complainers	3.5	4.2	4.3	3.4	6.1	2.8	4.
Non-complainers	92.7	90.7	92.0	90.4	89.0	92.2	92.
	Region					British Columbia	
	Atlantic	Quebec	Ontario	Prairies			
Total respondents with television in household	296	855	1097	503	309		
	%	%	%	%	%		
Complainers	5.7	4.9	3.5	4.4	6.2		
Non-complainers	91.2	92.0	90.4	93.2	86.4		

Media usage characteristics also do not markedly differentiate complainers from the total population who have access to television within their own households. Individuals who have more than one television in the household, or who do not have access to colour television, may marginally more often complain. However, individuals who watch television at different times of the day or for different lengths of time, either on weekdays or weekends, are not differentially disposed towards complaining, nor are they differentiated according to average weekly usage of television. However, it is most interesting that individuals' usage of alternative media is strongly related to whether or not they complain about something seen on television. As both the multiplicity and intensity of alternative media usage (see Appendix XV) increase so does the likelihood of complaining about something seen on television.

TABLE 5

MEDIA USAGE OF COMPLAINERS

	Total Canadians	Number of Television Sets in Household	
		Single Television Household	Multiple Television Household
Total respondents with television in household	3034	1881	1153
	%	%	%
Complainers	4.6	3.7	5.9
Non-complainers	91.7	92.6	90.6

	Availability of Colour Versus Black and White		
	Black and White Only	Black and White and Colour	Colour Only
Total respondents with television in household	1190	782	1047
	%	%	%
Complainers	5.5	4.3	3.4
Non-complainers	90.7	91.9	92.9

	Weekday Television Viewing Time			Weekend Television Viewing Time		
	Only/ Mainly Daytime	Day/ Evening Equally	Only/ Mainly Evening	Only/ Mainly Daytime	Day/ Evening Equally	Only/ Mainly Evening
Total respondents with television in household	147	571	2214	196	707	2020
	%	%	%	%	%	%
Complainers	6.8	5.8	4.1	7.7	6.4	3.8
Non-complainers	89.1	92.1	92.1	89.8	91.5	92.2

	Average Weekday Usage Of Television			Average Weekend Usage Of Television		
	0-2 Hours	3-6 Hours	More Than 6 Hours	0-4 Hours	5-8 Hours	9 or More Hours
Total respondents with television in household	1120	1277	629	1196	1152	676
	%	%	%	%	%	%
Complainers	5.1	4.0	4.6	3.9	4.6	5.9
Non-complainers	90.7	92.5	92.7	91.8	92.8	89.9

TABLE 5 (CONTINUED)

	<u>Average Weekly Usage Of Television</u>		
	<u>14 Hours Or Less</u>	<u>15-40 Hours</u>	<u>Over 40 Hours</u>
Total respondents with television in household	940	1414	680
..	%	%	%
Complainers	4.3	4.6	4.4
Non-complainers	91.9	91.9	91.7

	<u>Average Weekly Usage Of Television</u>		
	<u>0 to 3 days</u>	<u>4 to 6 days</u>	<u>7 days</u>
Total respondents with television in household	414	364	2243
	%	%	%
Complainers	3.1	2.7	5.1
Non-complainers	91.1	92.3	91.9

	<u>Multiplicity Of Alternative Media Usage</u>				
	<u>Very Narrow Range</u>	<u>Narrow Range</u>	<u>Medium Range</u>	<u>Broad Range</u>	<u>Very Broad Range</u>
Total respondents with television in household	349	634	833	772	446
	%	%	%	%	%
Complainers	1.1	2.1	4.2	5.6	9.4
Non-complainers	96.0	94.9	93.5	91.2	88.6

	<u>Intensity Of Alternative Media Usage</u>				
	<u>Minimal Exposure</u>	<u>Moderate Exposure</u>	<u>Average Exposure</u>	<u>Heavy Exposure</u>	<u>Very Heavy Exposure</u>
Total respondents with television in household	440	856	718	520	500
	%	%	%	%	%
Complainers	1.0	2.8	4.6	7.2	7.4
Non-complainers	96.9	93.7	92.1	90.8	89.6

TABLE 6

CHANNELS FOR TELEVISION COMPLAINTACTUAL COMPLAINT

Respondents who have made effectively directed complaints	138
	%
Television station	80.7
CRTC	10.4
Government	6.9
Action line	3.3
Advertiser	3.1
Consumer show	2.5
Newspaper	1.9
Box "99"	1.3
Average number of channels for actual complaint	1.10

LATENT COMPLAINT

Respondents with television in household	3034
	%
Television station	48.8
Government	6.7
CRTC	6.5
Advertiser	3.9
Newspaper	3.1
Consumer show	2.5
Action line	2.2
Box "99"	1.5
Ombudsman	1.2
Average number of channels for actual complaint	.76

III. Channels Of Complaint

This section first examines where effective television complaints are actually directed, and then examines general awareness of possible channels of complaint for all television viewers. Lastly, awareness of various channels of complaint is examined for various subgroups of the television viewing population.

The channels through which complaints about television might be lodged appear underutilized. However, among the one in twenty who complain, some direct complaints along more than one channel. About 80% lodge complaints with television stations, about 10% of complainers direct theirs to the Canadian Radio Television Commission, and almost 20% direct their complaints in other potentially useful directions.

Since the actual channels used by so few complainers cannot be expected to reflect the avenues for complaint known to Canadians generally, channels for latent complaint are also reviewed, and these indicate where individuals might complain should the need arise. About three quarters of all Canadians are able to suggest effective channels. Almost half of all Canadians mention television stations, slightly more than one eighth suggest the Canadian Radio Television Commission or other government departments, and a similar proportion mention other effective channels.

Channels of latent complaint can be further examined to determine which ones are most familiar to different subgroups of the population and to determine which subgroups are most aware of the various channels generally. For example, French speaking Canadians proportionately more often cite effective channels for complaint than do English speaking Canadians, and their complaints proportionately more often would be lodged with television stations and consumer shows. Although both sexes suggested the same total number of channels of complaint, males emphasize the Canadian Radio Television Commission and government more than females do. The number of latent channels for complaint mentioned is greatest toward the middle of the age distribution just as it is for the levels of actual complaint. Effective channels for complaint are also more likely to be suggested by individuals with higher education, occupation, and income levels, and correlatively, by those who watch fewer hours of television and who have a broader exposure to alternative media.

CHANNELS FOR LATENT TELEVISION COMPLAINT

	Total Canadians	Language		Sex	
		English	French	Male	Female
Total respondents with television in household	3034	2302	732	1505	1528
	%	%	%	%	%
Television station	48.8	45.7	58.5	47.6	50.0
Government	6.7	7.4	4.6	7.4	6.1
CRTC	6.5	7.2	4.1	8.2	4.8
Advertiser	3.9	4.6	1.9	2.8	5.0
Newspaper	3.1	3.6	1.5	3.1	3.2
Consumer show	2.5	1.8	4.8	2.2	2.8
Action line	2.2	2.4	1.6	2.1	2.3
Box "99"	1.5	1.5	1.7	1.5	1.5
Ombudsman	1.2	1.3	0.9	1.0	1.5
Average number of channels for latent complaint	.76	.75	.80	.76	.77

	Age						
	15-17	18-24	25-34	35-44	45-54	55-64	65 and over
Total respondents with television in household	239	529	571	503	445	332	315
	%	%	%	%	%	%	%
Television station	42.6	49.6	53.3	52.4	47.2	47.0	40.6
Government	5.6	3.4	6.3	6.6	8.0	11.6	6.2
CRTC	6.3	4.9	6.4	7.6	8.6	7.1	3.7
Advertiser	0.2	3.7	4.3	3.4	5.2	6.3	2.7
Newspaper	3.0	3.2	3.9	2.6	3.6	1.5	3.3
Consumer show	2.5	3.5	3.6	2.7	2.4	1.5	-
Action line	2.4	2.5	2.5	2.6	1.6	1.8	1.9
Box "99"	1.4	1.0	1.1	2.8	0.5	1.6	2.3
Ombudsman	-	1.0	1.5	0.8	1.8	2.0	1.5
Average number of channels for latent complaint	.64	.73	.83	.82	.79	.80	.62

TABLE 7 (CONTINUED)

	Education			Occupation		
	No Secondary	Some/ Completed Secondary	Post Secondary	White Collar	Blue Collar	House- wife
Total respondents with television in household	529 %	1767 %	682 %	658 %	810 %	804 %
Television station	38.3	50.8	52.3	52.7	49.9	50.2
Government	4.9	6.4	9.2	8.3	7.2	6.4
CRTC	4.7	5.7	9.8	12.0	4.7	5.2
Advertiser	2.8	3.2	6.8	4.8	3.2	4.9
Newspaper	1.0	3.4	3.7	4.5	2.2	2.5
Consumer show	1.2	2.7	2.9	3.4	1.3	4.0
Action line	1.1	2.6	2.0	1.3	2.5	3.0
Box "99"	1.1	1.5	1.7	1.8	1.6	1.5
Ombudsman	1.0	1.4	0.8	1.5	1.2	1.7
Average number of channels for latent complaint	.56	.78	.89	.90	.74	.79

	Household Income				Population Density		
	Under \$5,000	\$5,000 to \$9,999	\$10,000 to \$19,999	\$20,000 and over	500,000 and over	100,000 to 499,999	99,999 and un
Total respondents with television in household	322 %	637 %	1190 %	495 %	947 %	472 %	1615 %
Television station	42.9	43.2	52.3	50.6	54.4	54.7	43.9
Government	3.9	6.3	7.5	6.8	6.3	5.8	7.2
CRTC	3.9	5.7	6.3	11.7	6.4	4.4	7.2
Advertiser	3.4	2.9	4.8	3.4	5.0	4.6	3.1
Newspaper	0.6	2.2	3.6	3.3	2.8	5.5	2.6
Consumer show	1.6	1.3	3.3	3.0	2.4	3.6	2.2
Action line	1.6	2.6	2.0	2.3	2.2	2.0	2.3
Box "99"	0.3	1.8	1.5	1.9	0.9	2.0	1.7
Ombudsman	1.1	0.8	1.6	1.1	1.5	1.2	1.1
Average number of channels for latent complaint	.59	.67	.83	.84	.82	.84	.7

TABLE 7 (CONTINUED)

	Region				British Columbia
	Atlantic	Quebec	Ontario	Prairies	
Total respondents with television in household	296	852	1087	497	302
	%	%	%	%	%
Television station	41.6	58.1	40.9	56.9	44.5
Government	3.4	5.4	8.2	7.2	7.7
CRTC	3.4	4.8	8.1	7.2	7.3
Advertiser	2.0	3.2	5.1	2.4	6.0
Newspaper	3.4	1.5	4.8	2.6	2.1
Consumer show	0.3	4.8	1.4	2.4	2.1
Action line	4.1	1.5	2.2	2.6	1.9
Box "99"	-	1.1	1.3	3.2	1.0
Ombudsman	1.4	1.1	0.7	2.2	2.0
Average number of channels for latent complaint	.60	.82	.73	.87	.75

	Average Weekly Usage Of Television		
	14 hours or under	15-40 hours	Over 40 hours
Total respondents with television in household	940	1414	680
	%	%	%
Television station	50.8	48.0	47.6
Government	7.3	7.1	5.1
CRTC	7.7	6.7	4.4
Advertiser	4.0	4.2	3.1
Newspaper	3.1	2.5	4.4
Consumer show	2.9	2.1	2.7
Action line	1.9	2.3	2.3
Box "99"	2.1	1.3	1.1
Ombudsman	1.4	1.5	0.3
Average number of channels for latent complaint	.81	.76	.71

TABLE 7 (CONTINUED)

	Multiplicity Of Alternative Media Usage				
	Very Narrow Range	Narrow Range	Medium Range	Broad Range	Very Broad Range
Total respondents with television in household	349	634	833	772	446
	%	%	%	%	%
Television station	46.2	42.2	48.8	52.8	53.0
Government	5.1	5.6	7.0	6.4	9.7
CRTC	3.6	5.1	5.2	7.6	11.3
Advertiser	3.5	3.3	3.6	4.4	4.8
Newspaper	1.9	2.1	3.6	4.4	2.4
Consumer show	2.2	2.6	2.1	2.0	4.2
Action line	2.4	2.0	1.5	2.7	2.7
Box "99"	1.7	0.8	1.9	1.6	1.4
Ombudsman	0.7	1.3	0.9	1.5	1.6
Average number of channels for latent complaint	.67	.69	.75	.83	.91

	Intensity Of Alternative Media Usage				
	Minimal Exposure	Moderate Exposure	Average Exposure	Heavy Exposure	Very Heavy Exposure
Total respondents with television in household	440	856	718	520	500
	%	%	%	%	%
Television station	44.8	48.6	46.8	49.1	55.0
Government	4.8	6.4	6.5	9.5	6.4
CRTC	3.5	5.2	6.1	7.9	10.5
Advertiser	3.4	3.2	3.7	4.6	5.1
Newspaper	1.7	2.7	3.3	4.1	3.8
Consumer show	1.9	2.3	2.7	1.8	3.8
Action Line	1.8	2.3	1.8	2.7	2.4
Box "99"	2.3	1.1	2.0	1.0	1.3
Ombudsman	0.6	1.1	1.6	0.9	1.8
Average number of channels for latent complaint	.65	.73	.75	.82	.90

PART EIGHT

RELATIONSHIPS BETWEEN ISSUES REGARDING
THE PUBLIC'S ATTITUDES TOWARDS
ADVERTISING ON TELEVISION

RELATIONSHIPS BETWEEN ISSUES REGARDING THE PUBLIC'S ATTITUDES TOWARDS ADVERTISING ON TELEVISION

Preceding parts of this report have dealt with specific issues and behavioural hypotheses relating to people's attitudes towards advertising as an economic and commercial activity, towards television as a medium, and specifically towards the presence of advertising on television. The attitudes of Canadians towards these three areas have been delineated in the survey questionnaire through the use of component items which impinge upon various appropriate individual issues and behavioural characteristics. The tabulations of survey respondents' reactions to each of these component items have indicated the weight of public opinion behind each issue, but have also shown that in most cases a considerable spread of opinion also exists. Much of the spread in the reactions to the questionnaire items undoubtedly reflects differences in people's attitudes towards the issues addressed. Indeed, it would be very surprising to find relative unanimity on many of the issues relating to such a complex subject area.

While one might accept the fact that a variety of opinions will be found in any population group, it would be instructive to know whether any systematic relationships can be found among the many issues relating to television advertising. In this part of the report segments of the Canadian public are identified such that individuals within a segment hold similar attitudes towards an entire range of issues,

and such that attitudes towards the entire range of issues appears markedly different between segments.

The analysis presented in this part of the report is based on a statistical technique which groups survey respondents according to their responses to all of the items on which they expressed their attitudes. This statistical technique identifies systematic differences in the opinions expressed among various groups of survey respondents over a range of issues. This grouping analysis has been carried out separately for each of the three main attitudinal areas covered by the survey questionnaire:

- advertising
- television
- television advertising

The balance of this part of the report first identifies the different segments of opinion which exist within each of the three attitudinal areas. Next, a detailed profile is presented for each segment within each attitudinal area. Finally, the segments within each attitudinal area are cross-referenced to determine in what ways these segments relate to each other.

1: Collectively, grouping techniques such as were employed here are termed cluster analysis. The specific method employed here was 'Q-type factor analysis', a factor analysis of person-by-person correlation matrices. This statistical technique has been explained in detail in Appendix XIII.

I. Identification Of Advertising Attitude Segments

The analysis of respondents' attitudes towards advertising as ..and commercial activity indicates that overall advertising can be represented on a continuum ranging from negative to positive. However, the continuum was divided to identify two segments of basically opposing opinion.

One group of respondents might be termed 'advertising negativists' because of their proportionately much more negative attitude towards virtually all aspects of advertising in Canada. The converse group of respondents has been labelled 'advertising supporters' in view of their equally marked greater acceptance of Canadian advertising and its effects. It must be recognized that the title applied to each group can only represent the relative differences between them, and thus does not directly imply overall attitudinal levels. For example, the 'advertising supporters' are in almost complete agreement that advertising is necessary to the economy. The 'advertising negativists' are considerably less likely to agree that this is the case, but they nonetheless do show modest agreement that this is the case. Similarly, the 'advertising negativists' display considerable incredulity towards advertising, and certainly proportionately much more incredulity than the 'advertising supporters' show, but nonetheless the 'advertising supporters' are also somewhat inclined to not believe most of the things which are told in advertisements.

The grouping analysis was carried out separately for English speaking and French speaking respondents to identify any possible differences with respect to how advertising might be perceived by individuals speaking each respective language. In both cases the separate analysis produced only two segments, and these were closely matched both descriptively and in terms of relative size. The actual distribution of the total survey sample is presented in Table 1.

Because of the marked similarity of attitudes towards advertising held by both English speaking Canadians and French speaking Canadians, both language groups have been combined for subsequent analysis.

A complete summary of the attitudes which systematically differentiate 'advertising negativists' from 'advertising supporters' is shown in Table 2. Table 3 details the actual differentiating statements used to prepare the Table 2 summary. As well, each segment's actual level of agreement with key statements has been graphically presented in Table 4 so that relative differences in response between segments are made more readily apparent.

TABLE 1

RELATIVE SIZE OF EACH ADVERTISING ATTITUDE SEGMENT

	<u>Total Canadians</u>	<u>English- Speaking Canadians</u>	<u>French- Speaking Canadians</u>
Total respondents	3059	2324	735
	%	%	%
Advertising negativists	64	66	63
Advertising supporters	36	34	37

TABLE 2

SUMMARY OF DIFFERENTIATING ATTITUDES REGARDING ADVERTISING



	<u>Advertising Negativists</u>	<u>Advertising Supporters</u>
attitudes eliciting proportionately greater agreement	<ul style="list-style-type: none"> - advertising insulting - advertising unbelievable - advertising makes products expensive 	<ul style="list-style-type: none"> - buying advertised products - enjoying advertising - advertising necessary to economy and standard of living
 		
attitudes eliciting proportionately less agreement	<ul style="list-style-type: none"> - advertising necessary to economy and standard of living - enjoying advertising - buying advertised products 	<ul style="list-style-type: none"> - advertising makes products more expensive - advertising unbelievable - advertising insulting

TABLE 3DIFFERENTIATING STATEMENTS REGARDING ADVERTISINGADVERTISING NEGATIVISTS

Statements which elicit a higher than average level of agreement:

- most advertising is an insult to one's intelligence
- you can't believe most of the things they tell you in advertisements
- I don't believe what they say in advertisements where they compare different brands
- advertising makes products more expensive
- advertising makes people spend their money on things they don't really need
- good products don't have to be advertised very much
- a lot of things that advertisements tell you are new are just the same old things

Statements which elicit a higher than average level of disagreement:

- advertising of children's products helps me decide what presents to buy them
- I often buy products which I see advertised
- I enjoy advertisements where one company tells you why its product is better than its competitors' brands
- advertising helps to raise our standard of living
- advertising is necessary to our economy

TABLE 3 (CONTINUED)ADVERTISING SUPPORTERS

Statements which elicit a higher than average level of agreement:

- advertising of children's products helps me decide what presents to buy them
- I often buy products which I see advertised
- I enjoy advertisements where one company tells you why its product is better than its competitors' brands
- advertising helps to raise our standard of living
- advertising is necessary to our economy

Statements which elicit a higher than average level of disagreement:

- most advertising is an insult to one's intelligence
- you can't believe most of the things they tell you in advertisements
- I don't believe what they say in advertisements where they compare different brands
- advertising makes products more expensive
- advertising makes people spend their money on things they don't really need
- good products don't have to be advertised very much
- a lot of things that advertisements tell you are new are just the same old things

TABLE 4

ABSOLUTE LEVELS OF AGREEMENT
FOR KEY DIFFERENTIATING STATEMENTS REGARDING ADVERTISING

Advertising helps to raise our standard of living.

Advertising Negativists	2.6
Advertising Supporters	3.5

Most advertising is an insult to one's intelligence.

Advertising Negativists	4.2
Advertising Supporters	2.5

You can't believe most of the things they tell you in advertisements.

Advertising Negativists	4.2
Advertising Supporters	3.4

I often buy products which I see advertised.

Advertising Negativists	2.3
Advertising Supporters	3.1

Advertising of children's products helps me decide what presents to buy them.

Advertising Negativists	2.0
Advertising Supporters	3.0

Advertising is necessary to our economy.

Advertising Negativists	3.5
Advertising Supporters	4.4

Note: An absolute level of 1.0 would indicate "complete disagreement", whereas an absolute level of 5.0 would indicate "complete agreement".

II. Identification Of Television Attitude Segments

The analysis of respondents' attitudes towards television as a medium identified three basic types of respondents, each representing a different segment of opinion on the subject.

One group of respondents is distinguished by their proportionately much more critical attitude towards almost all aspects of television programming as we know it in Canada and might be termed 'television dislikers'. The other two groups of respondents are distinguished by their generally more favourable attitudes towards television. However, these two groups of television supporters are strongly differentiated on their affinity and personal involvement with the medium and so might be distinguished as 'engrossed television supporters' and 'objective television supporters'. Again it must be noted that these titles only capture the essence of attitudinal differentiation between these three groups of respondents.

Since the type and variety of programming available to Canadians might be thought to differ on English and French stations, the grouping analysis was carried out separately for English and French speaking respondents. However, it is interesting to note that in both cases the separate analysis produced three groups which were descriptively similar and also not significantly different in relative size. The actual distribution of the total survey sample is presented in Table 5.

TABLE 5RELATIVE SIZE OF EACH TELEVISION ATTITUDE SEGMENTS

	<u>Total Canadians</u>	<u>English- Speaking Canadians</u>	<u>French- Speaking Canadians</u>
Total respondents	3059	2324	735
	%	%	%
Television dislikers	32	33	30
Engrossed television supporters	37	38	34
Objective television supporters	30	29	35

Because attitudes towards television appear markedly similar for both English and French speaking Canadians, both language groups have been combined to produce three aggregate national television attitude segments for subsequent analysis.

A complete summary of the attitudes which systematically differentiate these three segments is shown in Table 6. Table 7 details the actual differentiating statements used to prepare the Table 6 summary. As well, each segment's actual level of agreement with key statements has been graphically presented in Table 8 so that relative differences in response between segments are made more readily apparent.

TABLE 6

SUMMARY OF DIFFERENTIATING ATTITUDES REGARDING TELEVISION

	<u>Television Dislikers</u>	<u>Engrossed Television Supporters</u>	<u>Objective Television Supporters</u>
attitudes eliciting proportionately greater agreement	<ul style="list-style-type: none"> - t.v. shows boring - t.v. too important to some people - t.v. has too much violence - t.v. bad for children - public t.v. better 	<ul style="list-style-type: none"> - gets involved with t.v. characters - t.v. good for relaxation/family and when alone - t.v. good for keeping children occupied - t.v. good for news - t.v. inexpensive entertainment 	<ul style="list-style-type: none"> - commercials support better t.v. programs - t.v. best for news - t.v. inexpensive entertainment - t.v. good for relaxation/family and when alone
attitudes eliciting proportionately less agreement	<ul style="list-style-type: none"> - commercials support better t.v. programs - t.v. inexpensive entertainment - t.v. best for news - gets involved with t.v. characters - t.v. good for relaxation/family and when alone 	<ul style="list-style-type: none"> - t.v. boring - t.v. has too much violence - t.v. too important to some people 	<ul style="list-style-type: none"> - t.v. boring - t.v. bad for children - gets involved with t.v. characters

TABLE 7DIFFERENTIATING STATEMENTS REGARDING TELEVISIONTELEVISION DISLIKERS

Statements which elicit a higher than average level of agreement:

- most television shows are boring
- people no longer talk with each other at home because they spend a lot of time watching television
- there are too many people who are slaves to the television set
- many television programs have too much violence
- most people don't know what their children are watching on television
- it isn't good for children to watch too much television
- t.v. stations supported by public tax money do a better job of informing the public than those which have advertising on them

Statements which elicit a higher than average level of disagreement:

- watching television is the best way to relax after a hard day
- the television keeps me company when I'm home alone
- watching television is a pleasant way for the whole family to spend the evening together at home
- I really get involved with the characters in some television programs
- watching television is the best way for me to find out what is going on in the world
- television is the cheapest form of entertainment for me
- the television is a good way to keep children occupied when I have other things to do
- television stations that show a lot of commercials have better programs
- television programs that are sponsored by advertising are usually better than those which have no advertising

TABLE 7 (CONTINUED)ENGROSSED TELEVISION SUPPORTERS

Statements which elicit a higher than average level of agreement:

- I really get involved with the characters in some television programs
- the television keeps me company when I'm home alone
- watching television is the best way to relax after a hard day
- watching television is a pleasant way for the whole family to spend the evening together at home
- the television is a good way to keep children occupied when I have other things to do
- watching television is the best way for me to find out what is going on in the world
- television is the cheapest form of entertainment for me

Statements which elicit a higher than average level of disagreement:

- people no longer talk with each other at home because they spend a lot of time watching television
- many television programs have too much violence
- most television shows are boring
- there are too many people who are slaves to the television set

TABLE 7 (CONTINUED)OBJECTIVE TELEVISION SUPPORTERS

Statements which elicit a higher than average level of agreement:

- television programs that are sponsored by advertising are usually better than those which have no advertising
- television stations that show a lot of commercials have better programs
- watching television is the best way for me to find out what is going on in the world
- television is the cheapest form of entertainment for me
- watching television is a pleasant way for the whole family to spend the evening together at home
- watching television is the best way to relax after a hard day
- the television keeps me company when I'm home alone

Statements which elicit a higher than average level of disagreement:

- I really get involved with the characters in some television programs
- most people don't know what their children are watching on television
- most television shows are boring

TABLE 8

ABSOLUTE LEVELS OF AGREEMENT
FOR KEY DIFFERENTIATING STATEMENTS REGARDING TELEVISION

Television is the cheapest form of entertainment for me.

Television Dislikers	3.5
Engrossed Television Supporters	4.4
Objective Television Supporters	4.6

Watching television is the best way for me to find out what is going on in the world.

Television Dislikers	2.9
Engrossed Television Supporters	3.9
Objective Television Supporters	4.2

Television programs that are sponsored by advertising are usually better than those which have no advertising.

Television Dislikers	2.5
Engrossed Television Supporters	2.9
Objective Television Supporters	3.5

Most television shows are boring.

Television Dislikers	3.6
Engrossed Television Supporters	2.4
Objective Television Supporters	2.5

I really get involved with the characters in some television programs.

Television Dislikers	2.4
Engrossed Television Supporters	4.2
Objective Television Supporters	1.9

Note: An absolute level of 1.0 would indicate "complete disagreement", whereas an absolute level of 5.0 would indicate "complete agreement".

III. Identification Of Television Advertising Attitude Segments

The analysis of respondents' attitudes towards the presence of advertising on television was also carried out separately for English speaking and French speaking respondents. Attitudes towards advertising on television are indeed more complexly interwoven. Within this attitudinal area, distinct and important differences were found between the two language divisions as well as within each.

Among the English speaking respondents four segments can be identified. One segment of respondents might be labelled 'anti-television advertising Anglophones' because of their proportionately stronger negative perceptions regarding all aspects of television advertising. Two other segments of respondents appear to be more favourably disposed towards television advertising. One of these shows a relatively stronger acceptance of the physical interruption and presence of commercials, while the other is relatively more supportive of the actual message or content. Hence these segments might be distinguished as 'Anglophone accepters of the presence of television advertising' and 'Anglophone accepters of television advertising content'. The fourth segment of respondents appears to neither accept nor reject television advertising outright. Rather, this segment proportionately more often feels that television advertising is necessary but that it should be further controlled and regulated, and thus the term 'Anglophone television advertising reformists' might be applied to these respondents.

Among French speaking respondents three segments can be identified. As was found with the English speaking respondents, one segment of respondents holds more strongly negative perception of all aspects of television advertising and thus might be termed 'anti-television advertising Francophones'. Another segment of respondents appears to proportionately more strongly accept all aspects of television advertising and thus might be labelled 'Francophone accepters of the presence and content of television advertising'. The final segment of respondents might be termed 'Francophone television advertising content negativists' since although the presence of commercials is of proportionately less concern to them, they hold proportionately much more critical attitudes regarding the message or content of commercials.

For both the French and English speaking segments outlined above, it must be noted that the titles used only capture the essence of television advertising attitudinal differentiation, and do not directly imply overall attitudinal levels.

Since the underlying structural basis of attitudes towards television advertising shows several marked differences for English speaking respondents compared to French speaking respondents, these two language segments are reviewed separately in all subsequent analysis. The actual distribution of the English speaking and French speaking samples are presented in Table 9.

A complete summary of the attitudes which differentiate the various segments is shown in Table 10 for English speaking respondents and in Table 13 for French speaking respondents. The actual differentiating statements from which these summaries were prepared is presented in Table 11 and 14 respectively. Also, each segment's actual level of agreement with key television advertising statements has been graphically presented in Table 12 for English speaking respondents and in Table 15 for French speaking respondents so that relative differences in response between segments are made more readily apparent.

TABLE 9RELATIVE SIZE OF EACH TELEVISION ADVERTISING ATTITUDE SEGMENT

	<u>English- Speaking Canadians</u>	<u>French- Speaking Canadians</u>
Total respondents	2324	735
	%	%
English speaking attitude segments:		
Anti-television advertising Anglophones	35	
Anglophone accepters of the presence of television adver- tising	26	
Anglophone accepters of television advertising content	26	
Anglophone television adver- tising reformists	14	
French speaking attitude segments:		
Anti-television advertising Francophones		42
Francophone accepters of the presence and content of television advertising		41
Francophone television adver- tising content negativists		17

AMONG ENGLISH-SPEAKING CANADIANS

Anti-Television
Advertising Anglophones

- attitudes
eliciting
proportionately
greater
agreement
- want no tv/adv
 - tv/adv interrupt
 - tv/adv insulting
 - dislike "good life"
tv/adv
 - tv/adv uninformative
 - too many tv/adv
 - tv/adv too loud
 - station tv/adv annoying

Anglophone Accepters
of the Presence of
Television Advertising

- tv/adv provide useful
breaks
- tv/adv entertaining
- tv/adv necessary
- cannot imagine tv
without advertising

Anglophone Accepters
of Television
Advertising Content

- tv/adv should have
right of free
expression
- cannot imagine tv
without advertising
- tv/adv entertaining

Anglophone Television
Advertising Reformists

- ban personal tv/adv
- ban celebrities on
tv/adv
- cannot imagine tv
without advertising
- adv necessary
- tv/adv does not have
to tell truth
- tv/adv should be
informative

- attitudes
eliciting
proportionately
less
agreement
- tv/adv should have
right of free
expression
 - tv/adv necessary
 - tv/adv provide
useful breaks
 - cannot imagine tv
without advertising

- too many tv/adv
- tv/adv do not have
to tell truth
- station tv/adv annoying
- tv/adv annoying
- tv/adv interrupt
- want no tv/adv

- tv/adv too loud
- tv/adv should have
to tell truth
- tv/adv uninformative
- tv/adv for children
are unfair
- dislike "good life"
tv/adv
- tv/adv insulting

- tv/adv should have
right of free
expression
- tv/adv entertaining
- allow comparison
advertising
- want no tv/adv

DIFFERENTIATING STATEMENTS REGARDING TELEVISION ADVERTISING
AMONG ENGLISH SPEAKING CANADIANS

ANTI-TELEVISION ADVERTISING ANGLOPHONES

Statements which elicit a higher than average level of agreement:

- there should be no advertising at all on television
- I'd rather pay money to watch good programs than have to put up with all the advertising on television
- the commercial breaks make it difficult to follow the program you are watching on t.v.
- there should be at least one channel on which there is no advertising
- a lot of television advertisements are insulting to women
- most commercials for products like household cleaners suggest that housewives have no common sense
- a lot of television commercials are insulting to men
- television commercials rarely tell you anything useful about the product which is being advertised
- I don't like the way some advertisers tell you that you can have the good life if only you would use their product
- television commercials don't show people the way they really are
- advertisers should not be allowed to use well-known celebrities to sell their products on t.v.
- some television advertising on children's programs is really unfair to parents
- it is annoying to see three commercials in each half hour of programming
- there are far too many commercials on television most of the time
- I hate it when the announcer in the commercial sounds loud and excited
- commercials on television interrupt the program at the worst possible time

Statements which elicit a higher than average level of disagreement:

- it is difficult to imagine watching television without any commercial breaks
- we couldn't get the programs we want on television without advertising
- I find the commercial breaks useful because they allow me to do other things
- advertising on television is necessary because it pays for the programs we get on t.v.
- advertisers should have the right to show the public their products in any way they want

TABLE 11 (CONTINUED)

ANGLOPHONE ACCEPTERS OF THE PRESENCE OF TELEVISION ADVERTISING

Statements which elicit a higher than average level of agreement:

- I find the commercial breaks useful because they allow me to do other things
- some television commercials are more entertaining than most of the programs I watch
- the best commercials are those which are the most entertaining
- we couldn't get the programs we want on television without advertising
- it is difficult to imagine watching television without any commercial breaks
- advertising on television is necessary because it pays for the programs we get on t.v.

Statements which elicit a higher than average level of disagreement:

- there should be no advertising at all on television
- the commercial breaks make it difficult to follow the program you are watching on t.v.
- it is annoying to see three commercials in each half hour of programming
- I'd rather pay money to watch good programs than have to put up with all the advertising on television
- there should be at least one channel on which there is no advertising
- promotions that tell you what programs are going to be on later are just as annoying as the commercials
- advertising for other programs is just as annoying as advertising for products
- advertisers should not be allowed to use well-known celebrities to sell their products on t.v.
- television stations should not be allowed to show commercials for things like undergarments or personal hygiene products
- I don't like the way the commercials which are shown together jump around from one thing to another
- advertisers can say or show almost anything they like on television commercials without having to tell the truth
- commercials on television interrupt the program at the worst possible time
- there are far too many commercials on television most of the time
- I prefer watching programs where commercials are shown only at the beginning and at the end

TABLE 11 (CONTINUED)

ANGLOPHONE ACCEPTERS OF TELEVISION ADVERTISING CONTENT

Statements which elicit a higher than average level of agreement:

- advertisers should have the right to show the public their products in any way they want
- it is difficult to imagine watching television without any commercial breaks
- the best commercials are those which are the most entertaining

Statements which elicit a higher than average level of disagreement:

- a lot of television advertisements are insulting to women
- most commercials for products like household cleaners suggest that housewives have no common sense
- a lot of television commercials are insulting to men
- I don't like the way some advertisers tell you that you can have the good life if only you would use their product
- television commercials don't show people the way they really are
- television stations should not be allowed to show commercials for things like undergarments or personal hygiene products
- some television advertising on children's programs is really unfair to parents
- television commercials rarely tell you anything useful about the product which is being advertised
- advertisers can say or show almost anything they like on television commercials without having to tell the truth
- I hate it when the announcer in the commercial sounds loud and excited
- some commercials are really irritating because they turn up the sound

TABLE 11 (CONTINUED)

ANGLOPHONE TELEVISION ADVERTISING REFORMISTS

Statements which elicit a higher than average level of agreement:

- television stations should not be allowed to show commercials for things like undergarments or personal hygiene products
- advertisers should not be allowed to use well-known celebrities to sell their products on t.v.
- it is difficult to imagine watching television without any commercial breaks
- we couldn't get the programs we want on television without advertising
- advertisers can say or show almost anything they like on television commercials without having to tell the truth
- advertising is suited to television because both the commercials and the programs have nothing to do with my everyday life
- it is more important for television commercials to be informative than entertaining
- the best commercials are the ones which give you information without any gimmicks

Statements which elicit a higher than average level of disagreement:

- I'd rather pay money to watch good programs than have to put up with all the advertising on television
- there should be no advertising at all on television
- there should be at least one channel on which there is no advertising
- a comparison of different brands should be allowed in television commercials
- the best commercials are those which are the most entertaining
- advertisers should have the right to show the public their products in any way they want
- some television commercials are more entertaining than most of the programs I watch

ABSOLUTE LEVELS OF AGREEMENT

FOR KEY DIFFERENTIATING STATEMENTS REGARDING TELEVISION ADVERTISING

FOR ENGLISH SPEAKING CANADIANS

Advertising on television is necessary because it pays for the programs we get on T.V.

Anti-television advertising Anglophones	4.0
Anglophone accepters of the presence of television advertising	4.5
Anglophone accepters of television advertising content	4.4
Anglophone television advertising reformists	4.4

I'd rather pay money to watch good programs than have to put up with all the advertising on television.

Anti-television advertising Anglophones	4.0
Anglophone accepters of the presence of television advertising	2.7
Anglophone accepters of television advertising content	3.2
Anglophone television advertising reformists	2.5

It is difficult to imagine watching television without any commercial breaks.

Anti-television advertising Anglophones	2.5
Anglophone accepters of the presence of television advertising	3.4
Anglophone accepters of television advertising content	3.5
Anglophone television advertising reformists	3.7

Note: An absolute level of 1.0 would indicate "complete disagreement", whereas an absolute level of 5.0 would indicate "complete agreement".

TABLE 12 (CONTINUED)

There should be no advertising at all on television.

Anti-television advertising Anglophones	3.7
Anglophone accepters of the presence of television advertising	2.0
Anglophone accepters of television advertising content	2.6
Anglophone television advertising reformists	2.1

Advertisers can say or show almost anything they like on television
commercials without having to tell the truth.

Anti-television advertising Anglophones	3.4
Anglophone accepters of the presence of television advertising	2.7
Anglophone accepters of television advertising content	2.9
Anglophone television advertising reformists	3.5

I find the commercial breaks useful because they allow me to do other
things.

Anti-television advertising Anglophones	3.0
Anglophone accepters of the presence of television advertising	4.0
Anglophone accepters of television advertising content	3.3
Anglophone television advertising reformists	3.6

Note: An absolute level of 1.0 would indicate "complete disagreement".
whereas an absolute level of 5.0 would indicate "complete agreement".

TABLE 12 (CONTINUED)

Most commercials for products like household cleaners suggest that housewives have no common sense.

Anti-television advertising Anglophones	4.3
Anglophone accepters of the presence of television advertising	4.1
Anglophone accepters of television advertising content	2.7
Anglophone television advertising reformists	3.9

The commercial breaks make it difficult to follow the program you are watching on T.V.

Anti-television advertising Anglophones	4.1
Anglophone accepters of the presence of television advertising	2.7
Anglophone accepters of television advertising content	3.3
Anglophone television advertising reformists	3.1

A lot of television advertisements are insulting to women.

Anti-television advertising Anglophones	4.3
Anglophone accepters of the presence of television advertising	3.9
Anglophone accepters of television advertising content	2.5
Anglophone television advertising reformists	3.9

Note: An absolute level of 1.0 would indicate "complete disagreement", whereas an absolute level of 5.0 would indicate "complete agreement".

TABLE 12 (CONTINUED)

Television stations should not be allowed to show commercials for things like undergarments or personal hygiene products.

Anti-television advertising Anglophones	3.4
Anglophone accepters of the presence of television advertising	2.5
Anglophone accepters of television advertising content	2.6
Anglophone television advertising reformists	4.0

There should be at least one channel on which there is no advertising.

Anti-television advertising Anglophones	4.7
Anglophone accepters of the presence of television advertising	3.5
Anglophone accepters of television advertising content	3.9
Anglophone television advertising reformists	3.6

A comparison of different brands should be allowed in television commercials.

Anti-television advertising Anglophones	3.4
Anglophone accepters of the presence of television advertising	4.0
Anglophone accepters of television advertising content	3.6
Anglophone television advertising reformists	2.8

Note: An absolute level of 1.0 would indicate "complete disagreement", whereas an absolute level of 5.0 would indicate "complete agreement".

TABLE 13

SUMMARY OF DIFFERENTIATING ATTITUDES REGARDING TELEVISION ADVERTISING
AMONG FRENCH SPEAKING CANADIANS

	Anti-Television Advertising Francophones	Francophone Accepters of the Presence and Content of Television Advertising	Francophone Television Advertising Content Negativists
attitudes eliciting proportionately greater agreement	<ul style="list-style-type: none"> - want no tv/adv - tv/adv insulting - tv/adv uninformative - dislike "good life" tv/adv - ban celebrities - tv/adv for children are unfair - tv/adv interrupt 	<ul style="list-style-type: none"> - tv/adv should have right of free expression - tv/adv necessary - cannot imagine tv without advertising - tv/adv provide useful breaks - tv/adv and programs are fantasy 	<ul style="list-style-type: none"> - tv/adv do not have to tell truth - station tv/adv annoying - want no tv/adv - allow comparison tv/adv - tv/adv and programs are fantasy - tv/adv uninformative - best tv/adv are entertaining - tv/adv for children are unfair - ban personal tv/adv - tv/adv disjointed - tv/adv repetitive - tv/adv interrupt - tv/adv insulting
attitudes eliciting proportionately less agreement	<ul style="list-style-type: none"> - tv/adv and programs are fantasy - tv/adv provide useful breaks - tv/adv necessary - cannot imagine tv without advertising - tv/adv should have right of free expression 	<ul style="list-style-type: none"> - tv/adv interrupt - ban personal tvadv - tv/adv for children are unfair - ban celebrities - dislike "good life" - station tv/adv annoying - want no tv/adv - tv/adv uninformative - tv/adv insulting 	<ul style="list-style-type: none"> - government tv/adv believable

DIFFERENTIATING STATEMENTS REGARDING TELEVISION ADVERTISING
AMONG FRENCH SPEAKING CANADIANS

ANTI-TELEVISION ADVERTISING FRANCOPHONES

Statements which elicit a high level of agreement:

- there should be no advertising at all on television
- I'd rather pay money to watch good programs than have to put up with all the advertising on television
- a lot of television advertisements are insulting to women
- most commercials for products like household cleaners suggest that housewives have no common sense
- a lot of television commercials are insulting to men
- television commercials rarely tell you anything useful about the product which is being advertised
- I don't like the way some advertisers tell you that you can have the good life if only you would use their product
- television commercials don't show people the way they really are
- advertisers should not be allowed to use well-known celebrities to sell their products on T.V.
- some television advertising on children's programs is really unfair to parents
- the commercial breaks make it difficult to follow the program you are watching on T.V.
- there should be at least one channel on which there is no advertising

Statements which elicit a high level of disagreement:

- advertisers should have the right to show the public their products in any way they want
- it is difficult to imagine watching television without any commercial breaks
- we couldn't get the programs we want on television without advertising
- I find the commercial breaks useful because they allow me to do other things
- advertising on television is necessary because it pays for the programs we get on T.V.
- advertising is suited to television because both the commercials and the programs have nothing to do with my everyday life

TABLE 14 (CONTINUED)FRANCOPHONE ACCEPTERS OF PRESENCE AND CONTENT OF TELEVISION ADVERTISING

Statements which elicit a higher than average level of agreement:

- advertisers should have the right to show the public their products in any way they want
- we couldn't get the programs we want on television without advertising
- advertising on television is necessary because it pays for the programs we get on T.V.
- it is difficult to imagine watching television without any commercial breaks
- I find the commercial breaks useful because they allow me to do other things
- advertising is suited to television because both the commercials and the programs have nothing to do with my everyday life

Statements which elicit a higher than average level of disagreement:

- a lot of television advertisements are insulting to women
- most commercials for products like household cleaners suggest that housewives have no common sense
- a lot of television commercials are insulting to men
- television commercials rarely tell you anything useful about the product which is being advertised
- there should be no advertising at all on television
- I'd rather pay money to watch good programs than have to put up with all the advertising on television
- promotions that tell you what programs are going to be on later are just as annoying as the commercials
- advertising for other programs is just as annoying as advertising for products
- I don't like the way some advertisers tell you that you can have the good life if only you would use their product
- television commercials don't show people the way they really are
- advertisers should not be allowed to use well-known celebrities to sell their products on T.V.
- some television advertising on children's programs is really unfair to parents
- television stations should not be allowed to show commercials for things like undergarments or personal hygiene products

TABLE 14 (CONTINUED)

FRANCOPHONE TELEVISION ADVERTISING CONTENT NEGATIVISTS

Statements which elicit a higher than average level of agreement:


- advertisers can say or show almost anything they like on television commercials without having to tell the truth
- promotions that tell you what programs are going to be on later are just as annoying as the commercials
- advertising for other programs is just as annoying as advertising for products
- there should be no advertising at all on television
- a comparison of different brands should be allowed in television commercials
- advertising is suited to television because both the commercials and the programs have nothing to do with my everyday life
- television commercials rarely tell you anything useful about the product which is being advertised
- the best commercials are those which are the most entertaining
- if television commercials were completely realistic, nobody would want to watch them
- some television advertising on children's programs is really unfair to parents
- television stations should not be allowed to show commercials for things like undergarments or personal hygiene products
- I don't like the way the commercials which are shown together jump around from one thing to another
- I would rather see a small number of longer commercials than a lot of short ones
- I hate seeing the same commercial over and over again
- the commercial breaks make it difficult to follow the program you are watching on T.V.
- advertisers should have the right to show the public their products in any way they want
- a lot of television advertisements are insulting to women
- most commercials for products like household cleaners suggest that housewives have no common sense
- a lot of television commercials are insulting to men

Statement which elicits a higher than average level of disagreement:


- ads put out by the government are more believable

ABSOLUTE LEVELS OF AGREEMENT
FOR KEY DIFFERENTIATING STATEMENTS REGARDING TELEVISION ADVERTISING
FOR FRENCH SPEAKING CANADIANS


Advertising on television is necessary because it pays for the programs we get on T.V.


Anti-television advertising Francophones  3.7


Francophone accepters of the presence and content of television advertising  4.5

Francophone television advertising content negativists  3.9


I'd rather pay money to watch good programs than have to put up with all the advertising on television.


Anti-television advertising Francophones  3.8


Francophone accepters of the presence and content of television advertising  2.6

Francophone television advertising content negativists  3.2


It is difficult to imagine watching television without any commercial breaks.


Anti-television advertising Francophones  2.7


Francophone accepters of the presence and content of television advertising  3.8

Francophone television advertising content negativists  3.6

There should be no advertising at all on television.

Anti-television advertising Francophones  3.7

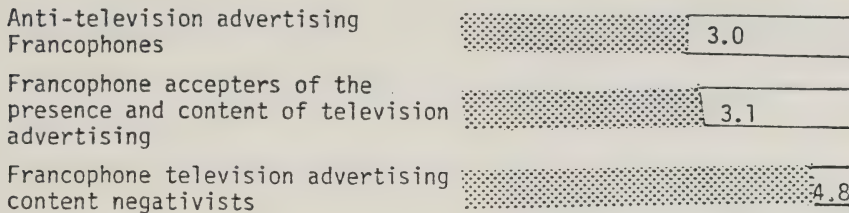
Francophone accepters of the presence and content of television advertising  2.5

Francophone television advertising content negativists  3.7

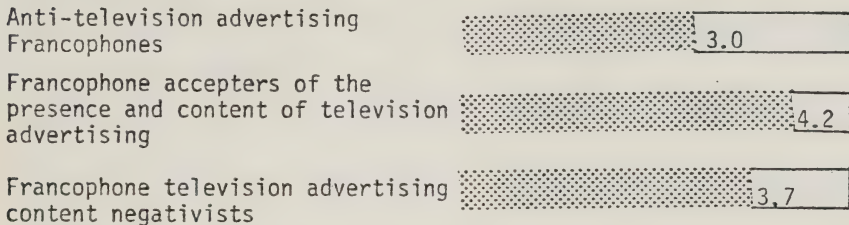
Note: An absolute level of 1.0 would indicate "complete disagreement", whereas an absolute level of 5.0 would indicate "complete agreement".

TABLE 15 (CONTINUED)

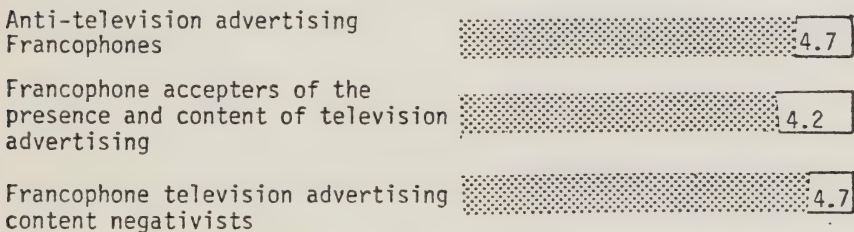
Advertisers can say or show almost anything they like on television commercials without having to tell the truth.



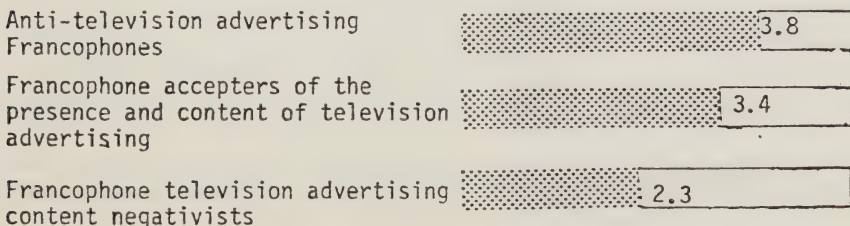
We couldn't get the programs we want on television without advertising.



I hate seeing the same commercial over and over again.



Advertisements put out by the government are more believable.



Note: An absolute level of 1.0 would indicate "complete disagreement", whereas an absolute level of 5.0 would indicate "complete agreement".

TABLE 15 (CONTINUED)

A comparison of different brands should be allowed in television commercials.

Anti-television advertising Francophones	3.3
Francophone accepters of the presence and content of television advertising	3.4
Francophone television advertising content negativists	4.2

Some television advertising on children's programs is really unfair to parents.

Anti-television advertising Francophones	4.3
Francophone accepters of the presence and content of television advertising.	3.6
Francophone television advertising content negativists	4.4

A lot of television advertisements are insulting to women.

Anti-television advertising Francophones	4.2
Francophone accepters of the presence and content of television advertising	3.0
Francophone television advertising content negativists	4.0

A lot of television commercials are insulting to men.

Anti-television advertising Francophones	3.5
Francophone accepters of the presence and content of television advertising	2.6
Francophone television advertising content negativists	3.5

Note: An absolute level of 1.0 would indicate "complete disagreement", whereas an absolute level of 5.0 would indicate "complete agreement".

IV. Demographic And Behavioural Profile Of Advertising Attitude Segments

Section I of this part of the report identifies and describes advertising attitude groupings based on an analysis of responses to various advertising related statements. This section describes the 'advertising negativists' and the 'advertising supporters' further; this time in terms of differences in demography and behaviour as measured across the remaining questionnaire areas.

Significant demographic differences do occur and these are shown in Table 16, but they do not strongly differentiate the two segments. Behavioural differences which more strongly separate the two segments are detailed in Table 17.

The 'advertising negativists' proportionately consist of somewhat more females and correlatively, more full time housewives. This segment is slightly upscale in income, tends towards residency in the major urban areas of Canada, and has proportionately more managerial and professional workers.

When seeking relaxation, entertainment, and news, the 'advertising negativists' proportionately less often use television and radio, preferring to read instead. Relatively greater use of books, newspapers, and magazines by the 'advertising negativists' follows logically since printed media places advertising intrusion within the reader's own locus of control.

For the 'advertising negativists', television program preference tends more often toward informational and educational programming such as news, documentaries, and consumer and public affairs programs. Entertainment programs are of relatively less interest to this segment. When a commercial comes on the television the 'advertising negativists' get annoyed more frequently than do the 'advertising supporters'. They are also more likely to leave the room or to do something else until the commercial break is over. Certainly they are less likely to watch commercials. As well, the 'advertising negativists' estimate that they are exposed to more minutes of commercials per hour of viewing than do the 'advertising supporters'.

The 'advertising supporters' consist of proportionately more 15 to 24 year olds, and correlatively, more students and single people. This segment also appears to have a slightly higher proportion of French speaking Canadians and Quebec residents.

The 'advertising supporters', unlike the 'advertising negativists', proportionately more often prefer television and radio over the printed media. The type of programs watched by this group are proportionately more often representative of entertainment programming rather than educational or informative programming. Also, it is the 'advertising supporters' who are more likely to watch commercials when they come on the television. In fact, this segment more frequently makes a point of seeing a commercial that is liked when it comes on the television.

TABLE 16

DEMOGRAPHIC PROFILE OF ADVERTISING ATTITUDE SEGMENTS

	<u>Total Canadians</u>	<u>Advertising Negativists</u>	<u>Advertising Supporters</u>
Total respondents	3059	1956	1095
	%	%	%
SEX			
Female	50.4	52.5	46.7
Male	49.6	47.5	53.3
AGE			
15 - 24	25.5	23.4	29.0
25 - 34	18.7	18.9	18.5
35 - 44	16.5	17.0	15.6
45 - 54	14.7	14.7	14.7
55 - 64	11.0	11.0	10.9
65 and over	10.4	11.0	9.2
LANGUAGE			
English	76.0	77.0	74.1
French	24.0	23.0	25.9
MARITAL STATUS			
Married/common law	66.7	68.7	63.3
Single	24.4	21.9	28.5
Divorced/widowed/separated	8.8	9.2	8.2
EDUCATION			
Public school or less	17.5	18.1	16.4
Some high school	35.5	35.1	36.1
Completed high school	22.6	21.4	24.5
Some/completed university	22.6	23.6	20.8

TABLE 16 (CONTINUED)

	<u>Total Canadians</u>	<u>Advertising Negativists</u>	<u>Advertising Supporters</u>
Total respondents	3059	1956	1095
	%	%	%
OCCUPATION			
Student	11.7	10.6	13.6
Retired	10.1	10.4	9.6
Full-time housewife	26.4	28.4	22.9
Manager/professional	13.1	13.9	11.6
Clerical/sales	8.6	8.7	8.5
All other workers	25.7	24.3	30.8
HOUSEHOLD INCOME			
Under \$10,000	31.8	30.9	33.6
\$10,000 - \$14,999	22.5	22.3	22.7
\$15,000 and over	32.8	34.3	30.2
REGION			
Atlantic	9.6	9.5	10.0
Quebec	28.0	27.0	29.6
Ontario	35.9	35.9	35.7
Prairies	16.4	16.8	15.9
British Columbia	10.1	10.8	8.7
POPULATION DENSITY			
500,000 and over	31.2	32.6	28.5
100,000 to 499,999	15.6	14.9	16.8
10,000 to 99,999	17.4	17.2	18.1
Less than 10,000	13.5	13.3	13.9
Rural	22.2	22.0	22.7

TABLE 17

BEHAVIOURAL DIFFERENCES BETWEEN ADVERTISING ATTITUDE SEGMENTS

	<u>Total Canadians</u>	<u>Advertising Negativists</u>	<u>Advertising Supporters</u>
Total respondents	3059	1956	1095
USAGE OF SELECTED MEDIA	%	%	%
When wanting to relax:			
Television	48.4	45.9	52.8
Radio	15.0	14.5	15.8
Newspaper/magazine	7.8	8.3	7.1
Read	20.2	22.2	16.7
When wanting to be entertained:			
Television	46.2	45.2	48.2
Radio	9.9	8.9	11.7
Newspaper/magazine	3.1	3.0	3.3
Read	7.8	8.7	6.1
When wanting to be informed about what is happening in the world:			
Television	40.0	39.1	41.5
Radio	22.0	22.6	21.0
Newspaper/magazine	37.1	38.5	34.7
Read	4.3	3.6	5.4

TABLE 17 (CONTINUED)

	<u>Total Canadians</u>	<u>Advertising Negativists</u>	<u>Advertising Supporters</u>
Total respondents with television in household	3034	1938	1088
FAVOURITE TELEVISION PROGRAM TYPE (AVERAGED ACROSS FIRST THREE MENTIONS)	%	%	%
Public affairs program	2.9	3.6	1.7
Comedy	17.7	17.7	17.7
Musical variety	6.6	6.3	7.2
Serial/soap opera	10.0	9.6	10.7
Police/detective show	12.2	12.0	12.5
Quiz/audience participation	3.5	3.7	3.2
Western	1.5	1.5	1.5
News	6.5	6.7	6.2
Movie	7.3	7.1	7.7
Documentary	4.4	4.9	3.5
Talk show	1.9	1.7	2.1
Sports	8.8	8.6	9.1
Drama/play	3.0	3.1	2.9
Suspense/mystery	1.8	1.5	2.4
Doctor/hospital	3.1	3.3	2.7
Consumer program	0.8	0.9	0.4
Cartoon/children's show	1.0	1.1	0.8
Science fiction show	1.5	1.3	1.7

TABLE 17 (CONTINUED)

	<u>Total Canadians</u>	<u>Advertising Negativists</u>	<u>Advertising Supporters</u>
Total respondents	3059	1956	1095
PROPENSITY TO DO EACH OF THE FOLLOWING WHEN A COMMERCIAL COMES ON THE TELEVISION			
(Higher levels indicate greater frequency/likelihood)	level	level	level
Leave the room to get something	3.7	3.8	3.6
Get annoyed	2.9	3.1	2.7
Do something else until the commercial break is over	3.6	3.6	3.4
Watch the commercial	3.0	2.8	3.2
Make a point of seeing a commercial that is liked	2.5	2.3	2.7
ESTIMATED AVERAGE NUMBER OF MINUTES OF COMMERCIALS PER HOUR OF TELEVISION			
	minutes	minutes	minutes
	15.8	16.1	15.4

V. Demographic And Behavioural Profile Of
Television Attitude Segments

Three television attitude groupings were identified and described in Section II based on an analysis of responses to various television related statements. These segments are reviewed in demographic terms in Table 18 and according to behavioural differences in Table 19. The balance of this section describes the 'television dislikers' first, the 'engrossed television supporters' next, and lastly the 'objective television supporters', all in terms of the differences which occur.

The 'television dislikers' consist of proportionately more 25 to 54 year olds, tend to be considerably upscale in terms of education and income, and have a particularly high proportion of managerial and professional workers. As well this segment tends towards residency in the major urban areas of Canada and in terms of national distribution, it is under represented in the Atlantic provinces and over represented in the four Western provinces.

As expected, 'television dislikers' indicate a strong aversion to television viewing as a form of relaxation, as entertainment, and as a source of information on world events. They are significantly less likely to have a television in their household and watch fewer types of programs. On average they spend one-third less time watching television, and watch it one day less per week than do the 'television supporters'.

The 'engrossed television supporters' are relatively accepting of television commercials. However, when a commercial does come on the television, this segment is most likely to flip the channel selector, presumably to see what is being missed on the other channels. This segment is also more likely to make a point of seeing a commercial that is liked when it comes on the television.

The 'objective television supporters' consists of proportionately more males, more 35 year olds and over, and more retired individuals. French speaking Canadians are considerably over represented in this segment. Regionally, Quebec is also considerably over represented, but the four Western provinces are considerably under represented. This segment also has proportionately more small city, town, village and rural area residents.

The high affinity toward television viewing that was noted for the 'engrossed television supporters' is certainly shared by the 'objective television supporters'. Virtually all of the 'objective television supporters' have a television in their household, and they log almost as many viewing hours and viewing days as do the 'engrossed television supporters'. However, in terms of variety of program types watched, this segment falls half way between the other two segments.

In terms of program types preferred, the 'objective television supporters' like the 'engrossed television supporters', are most strongly differentiated by their much higher interest in fictional entertainment programming generally. However, the 'objective television supporters' do show relatively more interest in educational and informational programming than do

It is clearly evident that the 'television dislikers' are more inclined to utilize television to watch informational and educational programming rather than entertainment programming. In relation to the 'television supporters', the 'television dislikers' stand out as being much more interested in news, documentaries, and consumer and public affairs programs.

The 'television dislikers' also appear to more frequently be television commercial dislikers. As well, this segment is also more likely to have complained about something seen on television, and the complaints have more frequently been effectively directed.

The 'engrossed television supporters' consist of proportionately more 15 to 24 year olds and correlatively, more students and single people. In terms of regional distribution, this segment is under represented in Quebec and over represented in the Atlantic provinces.

The highest affinity toward television viewing is displayed by the 'engrossed television supporters'. Even considering the higher proportion of students and young single people, virtually every member of this segment has a television in their household. This segment watches more types of programs, logs the greatest number of hours of television viewing, and is most likely to have the television on every day of the week.

It is readily apparent that the 'engrossed television supporters' proportionately more often prefer to watch serials, soap operas, comedies, and fictional entertainment programming generally. As well, this segment is relatively more interested in talk shows than are either of the other two the 'engrossed television supporters' as evidenced by the numbers preferring to watch news, documentaries, and public affairs programs. The 'objective television supporters' also appear to most often prefer sports programs. This may be a reflection of the proportionately greater number of males and older persons in this group.

The 'objective television supporters' are relatively accepting of television commercials and are also least likely to have complained about things seen on television.

TABLE 18

DEMOGRAPHIC PROFILE OF TELEVISION ATTITUDE SEGMENTS

	<u>Total Canadians</u>	<u>Television Dislikers</u>	<u>Engrossed Television Supporters</u>	<u>Objective Television Supporters</u>
Total respondents	3059	990	1129	927
	%	%	%	%
SEX				
Female	50.4	52.3	53.8	44.3
Male	49.6	47.7	46.2	55.7
AGE				
15 - 24	25.5	22.9	32.8	19.6
25 - 34	18.7	19.7	19.5	16.6
35 - 44	16.5	18.1	12.2	20.0
45 - 54	14.7	16.2	12.7	15.4
55 - 64	11.0	10.8	9.3	13.1
65 and over	10.4	7.4	11.3	12.4
LANGUAGE				
English	76.0	77.5	78.1	71.9
French	24.0	22.5	21.9	28.1
MARITAL STATUS				
Married/common law	66.7	68.0	63.7	68.7
Single	24.4	22.8	27.1	23.0
Divorced/widowed/separated	8.8	9.1	9.1	8.3
EDUCATION				
Public school or less	17.5	10.7	21.6	19.8
Some high school	35.5	29.9	40.1	35.6
Completed high school	22.6	31.6	35.6	32.6
Some/completed university	22.6	35.0	14.3	19.2

TABLE 18 (CONTINUED)

	<u>Total Canadians</u>	<u>Television Dislikers</u>	<u>Engrossed Television Supporters</u>	<u>Objective Television Supporters</u>
Total respondents	3059	990	1129	927
	%	%	%	%
OCCUPATION				
Student	11.7	12.2	13.9	8.6
Retired	10.1	7.1	9.7	13.7
Full-time housewife	26.4	27.1	26.5	25.5
Manager/professional	13.1	21.3	8.7	9.7
Clerical/sales	8.6	9.1	9.3	7.3
All other workers	25.7	20.1	28.3	31.7
HOUSEHOLD INCOME				
Under \$10,000	31.8	26.0	34.2	35.1
\$10,000 - \$14,999	22.5	19.4	24.2	23.8
\$15,000 and over	32.8	40.4	29.0	29.4
REGION				
Atlantic	9.6	7.7	11.1	9.8
Quebec	28.0	27.5	24.6	32.4
Ontario	35.9	35.3	36.7	35.8
Prairies	16.4	17.5	17.6	14.0
British Columbia	10.1	11.9	10.0	8.0
POPULATION DENSITY				
500,000 and over	31.2	35.7	29.5	28.0
100,000 - 499,999	15.6	16.8	14.6	15.7
10,000 - 99,999	17.4	16.3	17.7	18.5
Less than 10,000	13.5	12.1	13.9	14.6
Rural	22.2	19.1	24.3	23.2

TABLE 19

BEHAVIOURAL DIFFERENCES BETWEEN TELEVISION ATTITUDE GROUPS

	<u>Total Canadians</u>	<u>Television Dislikers</u>	<u>Engrossed Television Supporters</u>	<u>Objective Television Supporters</u>
Total respondents	3059	990	1127	927
USAGE OF SELECTED MEDIA	%	%	%	%
When wanting to relax:				
Television	48.4	31.0	58.5	54.9
Radio	15.0	17.7	15.1	12.0
Newspaper/magazine	7.8	7.5	6.3	10.2
Read	20.2	32.4	12.5	16.6
When wanting to be entertained:				
Television	46.2	36.9	50.0	51.5
Radio	9.9	9.9	10.8	8.7
Newspaper/magazine	3.1	5.0	1.9	2.5
Read	7.8	11.2	6.4	5.9
When wanting to be informed about what is happening in the world:				
Television	40.0	32.7	42.0	45.2
Radio	22.0	21.3	23.8	20.4
Newspaper/magazine	37.1	43.2	33.9	34.6
Read	4.3	5.5	3.4	3.9

TABLE 19 (CONTINUED)

	<u>Total Canadians</u>	<u>Television Dislikers</u>	<u>Engrossed Television Supporters</u>	<u>Objective Television Supporters</u>
Total respondents	3059	990	1127	927
TELEVISION IN HOUSEHOLD	%	%	%	%
No	0.8	1.9	0.5	0.1
Yes	99.2	98.1	99.5	99.9
Total respondents with television in household	3034	971	1124	926
AVERAGE NUMBER OF TYPES OF TELEVISION PROGRAMS WATCHED IN PAST FOUR WEEKS	program types 9.8	program types 8.6	program types 10.8	program types 9.9
AVERAGE NUMBER OF HOURS OF TELEVISION WATCHED IN AN AVERAGE SEVEN DAY PERIOD	hours 28.0	hours 20.8	hours 33.4	hours 29.1
AVERAGE NUMBER OF DAYS DURING WHICH TELEVISION WAS WATCHED IN THE PAST SEVEN DAY PERIOD	days 6.0	days 5.4	days 6.5	days 6.2

TABLE 19 (CONTINUED)

	<u>Total Canadians</u>	<u>Television Dislikers</u>	<u>Engrossed Television Supporters</u>	<u>Objective Television Supporters</u>
Total respondents with television in household	3034	971	1124	926
FAVOURITE TELEVISION PROGRAM TYPE (AVERAGED ACROSS FIRST THREE MENTIONS)	%	%	%	%
Public affairs program	2.9	4.6	1.6	2.9
Comedy	17.7	17.4	20.2	15.2
Musical variety	6.6	6.2	6.8	6.9
Serial/soap opera	10.0	6.6	13.7	9.0
Police/detective show	12.2	8.8	14.4	13.1
Quiz/audience participation	3.5	2.8	3.4	4.3
Western	1.5	1.1	1.9	1.5
News	6.5	8.7	3.9	7.2
Movie	7.3	6.8	6.9	8.5
Documentary	4.4	6.7	2.6	4.1
Talk show	1.9	1.9	2.4	1.3
Sports	8.8	9.0	7.1	10.6
Drama/play	3.0	3.7	2.6	2.8
Suspense/mystery	1.8	2.0	2.0	1.5
Doctor/hospital	3.1	1.9	3.6	3.6
Consumer program	0.8	1.3	0.6	0.4
Cartoon/children's show	1.0	1.4	0.8	0.8
Science fiction show	1.5	1.2	1.7	1.5

TABLE 19 (CONTINUED)

	<u>Total Canadians</u>	<u>Television Dislikers</u>	<u>Engrossed Television Supporters</u>	<u>Objective Television Supporters</u>
Total respondents	3059	990	1129	927
PROPENSITY TO DO EACH OF THE FOLLOWING WHEN A COMMERCIAL COMES ON THE TELEVISION				
(Higher levels indicate greater frequency/likelihood)	level	level	level	level
Flip the dial to see what's on the other channels	2.9	2.7	3.0	2.8
Get annoyed	2.9	3.1	2.9	2.8
Do something else until the commercial break is over	3.6	3.6	3.6	3.4
Watch the commercial	3.0	2.8	3.1	3.0
Make a point of seeing a commercial that is liked	2.5	2.2	2.6	2.5
EVER COMPLAINED TO ANYONE ABOUT SOMETHING SEEN ON TELEVISION	%	%	%	%
Yes	29.1	38.6	27.3	21.2
No	68.1	57.8	70.1	76.6
Total respondents who ever complained about something seen on television	883	375	307	197
COMPLAINT WAS DIRECTED TO	%	%	%	%
Family/friends	81.3	78.1	85.1	82.7
Television station	12.6	15.3	8.8	12.9
C.R.T.C.	1.6	2.3	1.2	1.0
Advertiser	0.5	0.7	0.5	-
Action Line/consumer show/ newspaper/Box "99"/ government	2.5	3.7	1.7	0.7

VI. Demographic And Behavioural Profile Of Television Advertising Attitude Segments

Based on an analysis of responses to various television advertising related statements, seven television attitude groupings were identified and described in Section III. The main demographic and behavioural differences between these segments are summarized in this section, first between each of the four English speaking segments, and then between each of the three French speaking segments. Detailed demographic data appears in Tables 20 and 22, and detailed behavioural data in Tables 21 and 21, for English and French speaking segments respectively.

The 'anti-television advertising Anglophones' are strongly differentiated by the higher education levels attained. This segment also consists of proportionately more housewives and married people, and in terms of national distribution, it is under represented in the Prairies but over represented in British Columbia and English speaking Quebec.

This group also appears to proportionately less often prefer television to various alternative media. As well as being proportionately less likely to have a television in their household, members of this segment spend less time watching television and watch fewer types of programs. Their program type preferences tend towards documentaries and public affairs programs, but interestingly enough, do not significantly more often also tend towards such educational programming as news or consumer programs.

When a commercial comes on the television the 'anti-television advertising Anglophones' considerably more often become annoyed and they are more likely to do something else until it is over. Certainly this

segment is least likely to watch the commercial. Members of this segment also estimate that they are exposed to more minutes of commercials per hour of viewing than do the other groups. The 'anti-television advertising Anglophones' are also more likely to have complained about something seen on television, and are more likely to have directed the complaint effectively.

The 'Anglophone accepters of the presence of television advertising' represent a younger better educated segment. This segment is upscale in income, with proportionately more managerial and professional workers, more students, and more Ontario residents.

Members of this group are not differentiated in terms of media preferences. They watch an average amount of television and the viewing is distributed across all types of programming. However, when a commercial comes on the television, the behaviour of the 'Anglophone accepters of the presence of television advertising' must be noted. They are very likely to leave the room or do something else until the commercial break is over, yet at the same time, they are least likely to have been annoyed by the commercial. These people appear to appreciate the program intermissions which commercials provide. Their affinity towards commercials is further evidenced by how often they actually watch the commercials. Also, members of this segment estimate that they are exposed to fewer minutes of commercials per hour of viewing than do the other segments.

The 'Anglophone accepters of television advertising content' are comprised of proportionately more lower income, less educated individuals. This segment has proportionately more men, and more Atlantic region and rural area residents.

The 'Anglophone accepters of television advertising content' proportionately more often choose to use television and radio when wanting to relax, to be entertained, or for news. Members of this segment tend to watch television more than the other segments do. They are also relatively accepting of commercials interruptions and have least often complained about something seen on television.

The 'Anglophone television advertising reformists' consist of proportionately more 55 year olds and over, and correlatively, more low income, less educated individuals. Regionally, this segment is over represented in the Prairies.

This segment is not differentiated in terms of media preferences and amount of television viewed. They are also moderately accepting of commercial interruptions, and are unlikely to have complained about something seen on television.

It should be noted that compared to the four English segments, the three French speaking segments again display the proportionately much stronger interest in informational and educational programming that was noted in Part Three of this report.

Looking at the French speaking television attitude segments it is apparent that few demographic differences occur. The 'anti-television advertising Francophones', like the 'anti-television advertising Anglophones' and the 'television dislikers' generally tend to be upscale in income and education level. As well, this group has proportionately more managerial and professional workers as well as students. The 'Francophone accepters of the presence and content of television advertising' show no differentiating demographic features. The 'Francophone television advertising content negativists' tend to have lower incomes and lower education levels.

The 'anti-television advertising Francophones' appear to make proportionately less use of television generally. They proportionately more often prefer radio, newspapers, magazines and reading generally. They are somewhat less likely to have a television in their household and certainly they spend less time watching it. Their programming preferences definitely tend towards informational and educational programming such as news, documentaries, and consumer and public affairs programs. Although not as strongly, informational and educational programming is also of considerable importance to the 'Francophone accepters of the presence and content of television advertising' and the 'Francophone television advertising content negativists'.

When a commercial comes on the television, 'anti-television advertising Francophones' are more likely to become annoyed and to do something else until it is over. As well, they are least likely to make a point of seeing a commercial that is liked. They have also proportionately more often complained about something they have seen on television.

The 'Francophone accepters of the presence and content of television advertising' show considerably more interest in television viewing than do the 'anti-television advertising Francophones'. Their acceptance of television advertising is apparent by how infrequently they get annoyed with commercials and by how often they stay and watch commercials. As well, members of this segment estimate that they are exposed to fewer minutes of commercials per hour than do members of either of the other two segments and they are least likely to have complained about something seen on television.

The 'Francophone television advertising content negativists' also show as much interest in television viewing as do the 'Francophone accepters of the presence and content of television advertising'. In terms of behaviour when a commercial comes on the television, this segment shows their underlying dislike for television advertising. They more often get annoyed, they more often change the channel selector, and they less often watch the commercial.

TABLE 20

DEMOGRAPHIC PROFILE OF ENGLISH SPEAKING TELEVISION ADVERTISING SEGMENTS

	Total Canadians	Anti- Television Advertising Anglophones	Anglophone Accepters of the Presence of Television Advertising	Anglophone Accepters of Television Advertising Content	Anglophone Television Advertising Reformists
Total respondents	3059	821	573	598	317
	%	%	%	%	%
SEX					
Female	50.4	53.1	49.9	45.7	52.1
Male	49.6	46.9	50.1	54.3	47.9
AGE					
15 - 24	25.5	23.6	27.3	26.8	19.1
25 - 34	18.7	16.4	24.1	17.5	14.3
35 - 44	16.5	16.9	17.1	16.3	14.5
45 - 54	14.7	14.9	13.3	15.7	14.9
55 - 64	11.0	11.4	7.1	11.6	16.4
65 and over	10.4	11.5	6.4	10.2	16.2
LANGUAGE					
English	76.0	100.0	100.0	100.0	100.0
French	24.0	-	-	-	-
MARITAL STATUS					
Married/ common law	66.7	77.0	66.9	67.7	67.5
Single	24.4	22.6	24.9	25.0	18.0
Divorced/widowed/ separated	8.8	9.1	8.2	7.3	14.5
EDUCATION					
Public school or less	17.5	12.1	15.0	19.0	21.2
Some high school	35.5	32.1	33.2	37.4	43.7
Completed high school	22.6	24.0	22.6	22.0	21.1
Some/completed university	22.6	30.0	26.6	20.2	11.9

TABLE 20 (CONTINUED)

	Total Canadians	Anti- Television Advertising Anglophones	Anglophone Accepters of the Presence of Television Advertising	Anglophone Accepters of Television Advertising Content	Anglophone Television Advertising Reformists
Total respondents	3059	821	573	598	317
	%	%	%	%	%

OCCUPATION

Student	11.7	10.7	13.1	11.9	9.0
Retired	10.1	10.3	6.1	12.7	14.4
Full-time housewife	26.4	26.8	22.5	23.1	27.8
Manager/ professional	13.1	16.4	17.9	9.7	10.0
Clerical/sales	8.6	10.7	8.4	6.9	7.1
All other workers	25.7	20.4	29.3	33.4	26.8

HOUSEHOLD INCOME

Under \$10,000	31.8	30.4	25.3	32.5	33.7
\$10,000-\$14,999	22.5	20.0	21.6	21.6	25.0
\$15,000 & over	32.8	36.6	42.6	29.1	29.6

REGION

Atlantic	9.6	11.8	5.8	21.9	8.5
Quebec	28.0	6.3	2.8	4.1	3.1
Ontario	35.9	46.0	54.3	41.6	48.9
Prairies	16.4	18.8	22.5	21.6	28.1
British Columbia	10.1	17.1	13.2	9.0	11.7

POPULATION DENSITY

500,000 and over	31.2	33.2	31.4	26.6	24.0
100,000-499,999	15.6	16.0	21.3	13.7	20.7
10,000-99,999	17.4	17.4	14.9	16.7	16.8
Less than 10,000	13.5	10.7	13.8	12.8	14.1
Rural	22.2	22.6	18.5	30.2	24.3

TABLE 21

BEHAVIOURAL DIFFERENCES BETWEEN
ENGLISH SPEAKING TELEVISION ADVERTISING ATTITUDE GROUPS

	Total Canadians	Anti- Television Advertising Anglophones	Anglophone Accepters of the Presence of Television Advertising	Anglophone Accepters of Television Advertising Content	Anglophone Television Advertising Reformists
Total respondents	3059	821	573	598	317
USAGE OF SELECTED MEDIA	%	%	%	%	%
When wanting to relax:					
Television	48.4	43.1	47.5	54.0	47.5
Radio	15.0	16.9	14.1	16.2	11.6
Newspaper/ magazine	7.8	6.4	8.4	8.9	7.3
Read	20.2	25.6	21.4	16.3	21.0
When wanting to be entertained:					
Television	46.2	44.6	51.0	54.2	54.9
Radio	9.9	9.3	7.1	12.4	12.8
Newspaper/ magazine	3.1	3.4	2.6	2.7	3.1
Read	7.8	11.4	5.7	3.2	5.5
When wanting to be informed about what is happening in the world:					
Television	40.0	33.9	32.9	43.4	34.1
Radio	22.0	24.1	22.1	26.6	26.8
Newspaper/ magazine	37.1	41.4	44.0	29.7	37.5
Read	4.3	5.0	3.3	5.8	4.5

TABLE 21 (CONTINUED)

	Total Canadians	Anti- Television Advertising Anglophones	Anglophone Accepters of the Presence of Television Advertising	Anglophone Accepters of Television Advertising Content	Anglophone Television Advertising Reformists
Total respondents	3059	821	573	598	317
TELEVISION IN HOUSE- HOLD	%	%	%	%	%
No	0.8	1.2	0.6	0.5	1.3
Yes	99.2	98.8	99.4	99.5	98.7
Total respondents with television in household	3034	811	569	595	313
AVERAGE NUMBER OF TYPES OF TELEVISION PROGRAMS WATCHED IN PAST FOUR WEEKS	program types 9.8	program types 9.5	program types 10.1	program types 10.1	program types 9.5
AVERAGE NUMBER OF HOURS OF TELEVISION WATCHED IN AN AVERAGE SEVEN DAY PERIOD	hours 28.0	hours 25.8	hours 27.3	hours 29.9	hours 27.4
AVERAGE NUMBER OF DAYS DURING WHICH TELEVISION WAS WATCHED IN THE PAST SEVEN DAY PERIOD	days 6.0	days 5.9	days 6.1	days 6.2	days 5.9

TABLE 21 (CONTINUED)

	<u>Total Canadians</u>	<u>Anti- Television Advertising Anglophones</u>	<u>Anglophone Accepters of the Presence of Television Advertising</u>	<u>Anglophone Accepters of Television Advertising Content</u>	<u>Anglophone Television Advertising Reformists</u>
Total respondents with television in household	3034	811	569	595	313
FAVOURITE TELEVISION PROGRAM TYPE (AVERAGED ACROSS FIRST THREE MENTIONS)	%	%	%	%	%
Public affairs program	2.9	3.1	1.1	0.6	2.0
Comedy	17.7	21.9	23.7	19.1	20.9
Musical variety	6.6	6.1	6.1	7.4	7.6
Serial/soap opera	10.0	5.1	5.9	7.8	7.0
Police/detective show	12.2	14.2	15.2	14.9	12.4
Quiz/audience participation	3.5	3.4	3.6	4.8	4.7
Western	1.5	0.9	2.0	2.0	1.3
News	6.5	6.0	5.2	5.6	6.4
Movie	7.3	5.9	6.6	7.0	6.2
Documentary	4.4	5.3	3.6	2.2	2.8
Talk show	1.9	2.0	1.7	1.8	2.5
Sports	8.8	8.6	7.9	9.6	7.9
Drama/play	3.0	3.3	3.0	3.9	3.7
Suspense/mystery	1.8	2.0	2.3	2.2	0.9
Doctor/hospital	3.1	2.9	2.6	2.5	3.4
Consumer program	0.8	0.6	0.5	0.5	0.8
Cartoon/children's show	1.0	0.8	1.2	1.0	1.7
Science fiction show	1.5	1.2	1.9	1.5	1.1

TABLE 21 (CONTINUED)

	Total Canadians	Anti- Television Advertising Anglophones	Anglophone Accepters of the Presence of Television Advertising	Anglophone Accepters of Television Advertising Content	Anglophone Television Advertising Reformists
Total respondents	3059	821	573	598	317
PROPENSITY TO DO EACH OF THE FOLLOWING WHEN A COMMERCIAL COMES ON THE TELEVISION (Higher levels indicate greater frequency/likelihood)	level	level	level	level	level
Flip the dial to see what's on the other channel	2.9	2.8	2.7	2.8	2.7
Leave the room to get something	3.7	3.8	3.8	3.6	3.7
Get annoyed	2.9	3.6	2.8	2.9	3.0
Do something else until the commercial break is over	3.6	3.8	3.6	3.3	3.5
Watch the commercial	3.0	2.6	3.2	3.2	3.0
Make a point of seeing a comm- ercial that is liked	2.5	2.0	2.6	2.4	2.1

TABLE 21 (CONTINUED)

	<u>Total Canadians</u>	<u>Anti- Television Advertising Anglophones</u>	<u>Anglophone Accepters of the Presence of Television Advertising</u>	<u>Anglophone Accepters of Television Advertising Content</u>	<u>Anglophone Television Advertising Reformists</u>
Total respondents with television in household	3034	811	569	595	313
ESTIMATED AVERAGE NUMBER OF MINUTES OF COMMERCIALS PER HOUR OF TELEVISION	minutes 15.8	minutes 16.5	minutes 15.0	minutes 15.4	minutes 16.3
EVER COMPLAINED TO ANYONE ABOUT SOME- THING SEEN ON TELEVISION	%	%	%	%	%
Yes	29.1	42.1	37.4	25.7	27.5
No	68.1	54.4	60.5	72.1	68.6
Total respondents who ever complained about something seen on television	883	341	213	153	86
COMPLAINT WAS DIRECTED TO	%	%	%	%	%
Family/friends	81.3	82.9	85.8	78.0	85.6
Television station	12.6	13.7	7.6	14.4	4.8
C.R.T.C.	1.6	3.0	0.7	-	0.8
Advertiser	0.5	0.7	0.9	-	-
Action Line/ consumer show/ newspaper/Box "99"/government	2.5	2.8	1.0	3.4	1.6

TABLE 22

DEMOGRAPHIC PROFILE OF FRENCH SPEAKING TELEVISION ADVERTISING SEGMENTS

	Total Canadians	Anti- Television Advertising Francophones	Francophone Accepters of Presence and Content of Television Advertising	Francophone Television Advertising Content Negativists
Total respondents	3059	312	303	129
	%	%	%	%
SEX				
Female	50.4	48.4	52.8	51.6
Male	49.6	51.6	47.2	48.4
AGE				
15 - 24	25.5	30.4	25.8	26.4
25 - 34	18.7	22.6	16.9	22.2
35 - 44	16.5	16.0	18.6	13.4
45 - 54	14.7	11.4	17.7	15.3
55 - 64	11.0	9.7	11.6	10.6
65 and over	10.4	8.9	9.1	12.6
LANGUAGE				
English	76.0	-	-	-
French	24.0	100.0	100.0	100.0
MARITAL STATUS				
Married/common law	66.7	63.7	63.1	67.8
Single	24.4	30.0	28.3	22.7
Divorced/widowed/separated	8.8	6.3	8.5	9.0
EDUCATION				
Public school or less	17.5	17.4	26.4	25.3
Some high school	35.5	34.6	35.3	40.6
Completed high school	22.6	23.0	24.0	16.9
Some/completed university	22.6	24.1	13.1	12.4

TABLE 22 (CONTINUED)

	Total Canadians	Anti- Television Advertising Francophones	Francophone Accepters of Presence and Content of Television Advertising	Francophone Television Advertising Content Negativists
Total respondents	3059	312	303	129
	%	%	%	%
OCCUPATION				
Student	11.7	17.7	9.0	9.1
Retired	10.1	9.4	8.6	7.7
Full-time housewife	26.4	27.7	33.1	33.3
Manager/professional	13.1	13.4	6.0	9.7
Clerical/sales	8.6	8.3	9.4	6.6
All other workers	25.7	22.6	30.4	25.9
HOUSEHOLD INCOME				
Under \$10,000	31.8	33.9	37.1	42.8
\$10,000 - \$14,999	22.5	25.4	25.2	26.5
\$15,000 and over	32.8	29.1	25.8	17.2
REGION				
Atlantic	9.6	2.1	0.1	-
Quebec	28.0	97.9	99.8	98.7
Ontario	35.9	-	-	-
Prairies	16.4	-	-	-
British Columbia	10.1	-	0.1	1.3
POPULATION DENSITY				
500,000 and over	31.2	37.0	28.5	49.1
100,000 - 499,999	15.6	7.2	14.5	5.9
10,000 - 99,999	17.4	22.2	19.0	17.1
Less than 10,000	13.5	14.7	20.4	13.7
Rural	22.2	18.8	17.6	14.3

TABLE 23

BEHAVIOURAL DIFFERENCES BETWEEN
FRENCH SPEAKING TELEVISION ADVERTISING ATTITUDE SEGMENTS

	<u>Total Canadians</u>	<u>Anti- Television Advertising Francophones</u>	<u>Francophone Accepters of Presence and Content of Television Advertising</u>	<u>Francophone Television Advertising Content Negativists</u>
Total respondents	3059	312	303	129
USAGE OF SELECTED MEDIA	%	%	%	%
When wanting to relax:				
Television	48.4	43.1	57.5	55.3
Radio	15.0	17.5	9.0	18.0
Newspaper/magazine	7.8	7.8	9.1	8.0
Read	20.2	21.5	13.1	9.4
When wanting to be entertained:				
Television	46.2	33.8	34.7	36.5
Radio	9.9	8.2	9.0	13.0
Newspaper/magazine	3.1	4.2	3.4	1.7
Read	7.8	10.3	10.5	7.9
When wanting to be informed about what is happening in the world:				
Television	40.0	46.2	56.4	56.5
Radio	22.0	12.8	14.1	15.3
Newspaper/magazine	37.1	40.3	28.8	24.7
Read	4.3	4.7	1.1	4.2

TABLE 23 (CONTINUED)

	<u>Total Canadians</u>	<u>Anti- Television Advertising Francophones</u>	<u>Francophone Accepters of Presence and Content of Television Advertising</u>	<u>Francophone Television Advertising Content Negativists</u>
Total respondents	3059	312	303	129
TELEVISION IN HOUSEHOLD	%	%	%	%
No	0.8	0.7	0.5	-
Yes	99.2	99.3	99.5	100.0
Total respondents with television in household	3034	310	302	129
AVERAGE NUMBER OF TYPES OF TELEVISION PROGRAMS WATCHED IN PAST FOUR WEEKS	program types 9.8	program types 9.7	program types 10.3	program types 9.4
AVERAGE NUMBER OF HOURS OF TELEVISION WATCHED IN AN AVERAGE SEVEN DAY PERIOD	hours 28.0	hours 26.5	hours 30.7	hours 36.2
AVERAGE NUMBER OF DAYS DURING WHICH TELEVISION WAS WATCHED IN THE PAST SEVEN DAY PERIOD	days 6.0	days 5.7	days 6.2	days 6.1

TABLE 23 (CONTINUED)

	Total Canadians	Anti- Television Advertising Francophones	Francophone Accepters of Presence and Content of Television Advertising	Francophone Television Advertising Content Negativists
Total respondents with television in household	3034	310	302	129
FAVOURITE TELEVISION PROGRAM TYPE (AVERAGED ACROSS FIRST THREE MENTIONS)	%	%	%	%
Public affairs program	2.9	8.8	3.7	7.1
Comedy	17.7	5.7	5.5	8.0
Musical variety	6.6	5.4	8.1	6.0
Serial/soap opera	10.0	17.1	24.2	26.1
Police/detective show	12.2	4.0	7.0	5.1
Quiz/audience participation	3.5	2.0	1.7	2.8
Western	1.5	0.9	2.2	1.4
News	6.5	11.2	7.0	7.3
Movie	7.3	11.2	10.1	8.4
Documentary	4.4	7.8	5.9	4.8
Talk Show	1.9	1.7	1.7	1.3
Sports	8.8	10.0	9.5	8.5
Drama/play	3.0	2.2	1.0	1.2
Suspense/mystery	1.8	1.4	1.8	1.3
Doctor/hospital	3.1	3.1	4.1	5.4
Consumer program	0.8	2.1	0.9	0.9
Cartoon/children's show	1.0	1.0	0.7	0.4
Science fiction show	1.5	1.8	1.6	1.2

TABLE 23 (CONTINUED)

	Total Canadians	Anti- Television Advertising Francophones	Francophone Accepters of Presence and Content of Television Advertising	Francophone Television Advertising Content Negativists
Total respondents	3059	312	303	129
PROPENSITY TO DO EACH OF THE FOLLOWING WHEN A COMMERCIAL COMES ON THE TELEVISION				
(Higher levels indicate greater frequency/likelihood)	level	level	level	level
Flip the dial to see what's on the other channel	2.9	3.1	3.0	3.5
Leave the room to get something	3.7	3.8	3.7	3.8
Get annoyed	2.9	2.5	2.2	2.7
Do something else until the commercial break is over	3.6	3.7	3.4	3.8
Watch the commercial	3.0	3.0	3.1	2.8
Make a point of seeing a commercial that is liked	2.5	3.0	3.2	3.2

TABLE 23 (CONTINUED)

	<u>Total Canadians</u>	<u>Anti- Television Advertising Francophones</u>	<u>Francophone Accepters of Presence and Content of Television Advertising</u>	<u>Francophone Television Advertising Content Negativists</u>
Total respondents with television in household	3034	310	302	129
ESTIMATED AVERAGE NUMBER OF MINUTES OF COMMERCIALS PER HOUR OF TELEVISION	minutes 15.8	minutes 16.5	minutes 16.2	minutes 17.0
EVER COMPLAINED TO ANY- ONE ABOUT SOMETHING SEEN ON TELEVISION	%	%	%	%
Yes	29.1	16.7	8.2	10.4
No	68.1	81.3	90.4	84.3
Total respondents who ever complained about something seen on television	883	52	25	13
COMPLAINT WAS DIRECTED TO	%	%	%	%
Family/friends	81.3	69.6	71.9	41.5
Television station	12.6	24.6	17.0	39.6
C.R.T.C.	1.6	1.6	-	6.8
Advertiser	0.5	-	-	-
Action Line/consumer show/newspaper/Box "99"/government	2.5	4.3	5.8	-

In the planning stages of this study it was hypothesized that peoples' attitudes towards the presence of advertising on television may in fact be a function of their attitudes towards two distinct component areas: advertising as an economic and commercial activity, and television as a medium. This section identifies important relationships which were found to exist between attitudes towards advertising and attitudes towards television. Relationships occurring between these two component attitudinal areas and the more complex attitudinal area of television advertising are then examined.

Since the television advertising attitude segments differed according to language spoken, the advertising attitude segments and the television attitude segments have also been separated by language. This allows direct comparison between each of the three possible sets of attitude segments within each of the two language groups.

This analysis actually examines the distribution of people within attitudinal segments across various pairs of attitudinal areas and the findings are summarized in Tables 24, 25, and 26. The "Total Canadians" figures each indicate the actual proportion of all Canadians which simultaneously fall into given segments within each of two attitudinal areas. The "Deviation" figures each indicate the magnitude of difference between the actual proportion of Canadians holding given attitudes compared to the proportion which would be expected to hold the same given attitudes, assuming these attitudinal areas are not related. Each deviation figure indicates the positive or negative percentage magnitude of the deviation between the

proportion observed and the proportion expected by chance alone. Thus increasingly positive percentages indicate pairs of attitude segments with greater commonality, which in turn indicates their greater relative size and importance in terms of understanding the relationships between attitudes towards advertising, television, and television advertising. Similarly, increasingly negative percentages indicate pairs of attitude segments with lesser commonality.

For example, Table 24 is read in the following manner. A total of 7.4% of all Canadians (5.8% English speaking and 1.6% French speaking) hold attitudes which allow them to be simultaneously considered both as 'television dislikers' and as 'advertising supporters'. Among English speaking Canadians this is about one third (-35%) fewer individuals than would be expected to hold such attitudes and among French speaking Canadians this is about half as many (-46%). From this data it is apparent that 'television dislikers' are unlikely to also be 'advertising supporters', or more generally, those who hold proportionately more negative attitudes towards television as a medium are also very likely to not hold positive attitudes towards advertising as an economic and commercial activity.

From Table 24 it is apparent that English speaking Canadians who dislike television also tend to hold a negative attitude towards advertising. Those who are more favourably disposed towards advertising tend to favour television more, particularly with the 'Anglophone engrossed television supporters'.

The same relationship between advertising attitudes and television attitudes exists for French speaking Canadians as for English speaking Canadians. Since the advertising attitude segments and the television attitude segments are virtually identical across language groups, this attitudinal similarity is also to be expected. However, among French speaking Canadians, the relationship between disliking television and disliking advertising is even stronger. Conversely, unlike the English speaking segments, the two French speaking segments which are supportive of television are not differentiated in terms of the strength of their support towards advertising.

Having established a strong relationship between attitudes towards advertising and attitudes towards television, these two component attitudinal areas are now related to the more complex attitudinal area of television advertising in Table 25 for English speaking Canadians, and in Table 26 for French speaking Canadians. It is particularly noteworthy that both English speaking and French speaking Canadians who hold negative attitudes towards television advertising also hold equally negative attitudes towards each of the two component attitudinal areas.

As expected, the 'anti-television advertising Anglophones' tend to reject advertising and television generally. The 'Anglophone accepters of the presence of television advertising' show moderate support for advertising per se. However, the support that they muster towards television disproportionately comes from the 'engrossed supporters' rather than the 'objective supporters'. Overwhelming acceptance of advertising and television is shown by the 'Anglophone accepters of television advertising content'. The 'Anglophone television advertising reformists'

show a modest acceptance of television generally, but with regard to their advertising attitudes they are neither positive nor negative. This is consistent with their qualified acceptance of the presence of television advertising which is accompanied with concerns about its content.

The 'anti-television advertising Francophones', like their English speaking counterparts, tend to reject advertising and television generally. The 'Francophone accepters of the presence and content of television advertising' and the 'Francophone television advertising content negativists' show comparably supportive attitudes towards television as a medium. However, when attitudes towards advertising are reviewed, the strong acceptance shown by the 'Francophone accepters of the presence and content of television advertising' is readily differentiated from the negativism shown by the 'Francophone television advertising content negativists'.

TABLE 24

RELATIONSHIPS BETWEEN ADVERTISING ATTITUDE SEGMENTS AND TELEVISION

ATTITUDE SEGMENTS

TELEVISION ATTITUDE SEGMENTS

ADVERTISING ATTITUDE SEGMENTS	Anglophone Television Dislikers		Anglophone Engrossed Television Supporters		Anglophone Objective Television Supporters	
	Total	Devi-	Total	Devi-	Total	Devi-
	Canadians	ation	Canadians	ation	Canadians	ation
	%		%		%	
Anglophone advertising negativists	19.1	+ 18%	16.3	- 12%	13.4	- 5%
Anglophone advertising supporters	5.8	- 35%	12.3	+ 24%	8.3	+ 10%

TELEVISION ATTITUDE SEGMENTS

ADVERTISING ATTITUDE SEGMENTS	Francophone Television Dislikers		Francophone Engrossed Television Supporters		Francophone Objective Television Supporters	
	Total	Devi-	Total	Devi-	Total	Devi-
	Canadians	ation	Canadians	ation	Canadians	ation
	%		%		%	
Francophone adver- tising negativists	5.8	+ 27%	4.5	- 12%	4.6	- 14%
Francophone adver- tising supporters	1.6	- 46%	3.7	+ 19%	3.9	+ 23%

NOTES:

1. "Total Canadians" indicates the proportion (expressed as a percentage) of the total Canadian population described within each section of the Table.
2. "Deviation" indicates the magnitude of the difference (expressed as a positive or negative percentage) in the actual proportion of the total Canadian population described within each section of the Table compared to the proportion which would be expected to occur assuming no relationships exist between attitudinal areas. Increasing positive percentages indicate pairs of attitude segments with greater commonality, and increasing negative percentages indicate pairs of attitude segments with greater divergen

TABLE 25
RELATIONSHIPS BETWEEN
TELEVISION ADVERTISING ATTITUDE SEGMENTS AND BOTH ADVERTISING
AND TELEVISION ATTITUDE SEGMENTS FOR ENGLISH SPEAKING CANADIANS

TELEVISION ADVERTISING ATTITUDE SEGMENTS

ADVERTISING ATTITUDE SEGMENTS	Anti- Television Advertising Anglophones		Anglophone Accepters of Presence of Television Advertising		Anglophone Accepters of Television Advertising Content		Anglophone Television Advertising Reformists	
	Total Canadians	Devi- ation	Total Canadians	Devi- ation	Total Canadians	Devi- ation	Total Canadians	Devi- ation
	%		%		%		%	
Anglophone adver- tising negativists	23.2	+ 31%	10.7	- 13%	8.3	- 32%	6.7	+ 1%
Anglophone adver- tising supporters	3.6	- 60%	7.9	+ 26%	11.2	+ 63%	3.7	- 1%

TELEVISION
ATTITUDE SEGMENTS

Anglophone television dislikers	8.4	+ 42%	8.1	- 12%	8.5	- 42%	3.6	- 13%
Anglophone engrossed television supporters	12.3	- 23%	5.3	+ 15%	4.1	+ 21%	3.2	+ 14%
Anglophone objective television supporters	6.2	- 21%	5.3	- 6%	6.7	+ 22%	3.6	+ 24%

NOTES:

1. "Total Canadians" indicates the proportion (expressed as a percentage) of the total Canadian population described within each section of the Table.
2. "Deviation" indicates the magnitude of the difference (expressed as a positive or negative percentage) in the actual proportion of the total Canadian population described within each section of the Table compared to the proportion which would be expected to occur assuming no relationships exist between attitudinal areas. Increasing positive percentages indicate pairs of attitude segments with greater commonality, and increasing negative percentages indicate pairs of attitude segments with greater divergence.

TABLE 26

RELATIONSHIPS BETWEEN
TELEVISION ADVERTISING ATTITUDE SEGMENTS AND BOTH ADVERTISING
AND TELEVISION ATTITUDE SEGMENTS FOR FRENCH SPEAKING CANADIANS
TELEVISION ADVERTISING ATTITUDE SEGMENTS

ADVERTISING ATTITUDE SEGMENTS	Anti- Television Advertising Francophones		Francophone Accepters of Presence and Content of Television Advertising		Francophone Television Advertising Content Negativists	
	Total Canadians %	Devi- ation	Total Canadians %	Devi- ation	Total Canadians %	Devi- ation

Francophone advertising
negativists

7.6 + 22% 4.2 - 31% 3.1 + 15%

Francophone advertising
supporters

2.5 - 37% 5.8 + 41% 1.0 - 26%

TELEVISION
ATTITUDE SEGMENTS

Francophone television
dislikers

4.6 + 49% 1.9 - 38% .9 - 32%

Francophone engrossed
television supporters

2.9 - 22% 3.8 + 18% 1.5 + 14%

Francophone objective
television supporters

2.7 - 23% 4.1 + 18% 1.7 + 16%

NOTES:

1. "Total Canadians" indicates the proportion (expressed as a percentage) of the total Canadian population described within each section of the Table.
2. "Deviation" indicates the magnitude of the difference (expressed as a positive or negative percentage) in the actual proportion of the total Canadian population described within each section of the Table compared to the proportion which would be expected to occur assuming no relationships exist between attitudinal areas. Increasing positive percentages indicate pairs of attitude segments with greater commonality, and increasing negative percentages indicate pairs of attitude segments with greater divergen

TABLE 12 (CONTINUED)

	Age						
	15-17	18-24	25-34	35-44	45-54	55-64	65 and over
<u>Frequency and Number of Advertisements on Television:</u>							
There are far too many commercials on television most of the time	4.3	4.4	4.5	4.4	4.4	4.4	4.4
I would not be upset if there were twice as many commercials on television as there are now	1.6	1.5	1.5	1.4	1.6	1.7	1.7
It is annoying to see three commercials in each half hour of programming	3.9	4.1	4.2	4.2	4.4	4.2	4.4
Four commercials in a row are too many	4.5	4.6	4.7	4.7	4.7	4.6	4.7
It is annoying when they show as many as five or six commercials all in a row	4.7	4.8	4.7	4.7	4.7	4.7	4.7
<u>Placement of Commercials Within Television Programming:</u>							
The commercial breaks make it difficult to follow the program you are watching on television	3.5	3.5	3.4	3.6	3.6	3.8	3.8
Commercials on television interrupt the program at the worst possible time	4.4	4.4	4.3	4.4	4.5	4.4	4.5
I find the commercial breaks useful because they allow me to do other things	3.4	3.5	3.4	3.4	3.5	3.3	3.3
I prefer watching programs where commercials are shown only at the beginning and at the end	4.4	4.4	4.5	4.6	4.6	4.7	4.7
I don't like the way the commercials which are shown together jump around from one thing to another	3.5	3.5	3.6	3.6	3.8	3.8	3.8
I would rather see a small number of longer commercials than a lot of short ones	3.7	3.8	3.9	4.0	4.1	4.2	4.0

